

Collection of best practices from TAC 2024 annual reporting¹

This document lists the information received through the annual reporting of the [Tourism Advisory Committee](#) (TAC) members, representing national tourism actors across EU27 Member States. The role of the Committee is to facilitate exchanges of information, consultation and, where appropriate, cooperation on tourism and on the provision of services for tourists. The information was collected through online reporting during summer 2024 and verified with the TAC members in November 2024.

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National tourism strategies reported by TAC members

Country	Strategy	Strategy period
Belgium	<p>(Regional strategies)</p> <p>Wallonia: General Tourism Commission and VisitWallonia are responsible for the application of</p> <ul style="list-style-type: none"> - Tourism Strategy 2030 : https://owt.tourismewallonie.be/telechargement/strategies-tourisme-2030/ - Digital Strategy for Tourism: https://owt.tourismewallonie.be/telechargement/strategie-digitale-pour-le-tourisme-en-wallonie/ <p>Brussels:</p> <ul style="list-style-type: none"> - Contrat de Gestion 2018-2023 : https://www.visit.brussels/content/dam/visitbrussels/pdf-brochures/brochures-et-plans/contrat-de-gestion-beheersovereenkomst-2018-2023.pdf - Contrat de Gestion 2023-2028 - Responsible : www.visit.brussels <p>German-speaking Community:</p> <ul style="list-style-type: none"> - New mission-vision-strategy is planned from the year 2025. We will publish this new strategieplan on the end of 2024. <p>Flanders</p>	
Bulgaria	<p>National Strategy for Sustainable Development of Tourism in the Republic of Bulgaria</p> <p>https://www.tourism.government.bg/bg/kategorii/stratezhicheski-dokumenti/aktualizirana-nacionalna-strategiya-za-ustoychivo-razvitie-na</p>	<p>The period of the strategy is 2014-2030, but in 2017 it was revised. In 2023, the Ministry of Tourism completed a mid-term evaluation of the Strategy and prepared an action plan for its implementation until 2025. The evaluation led to updates in the Strategy to address key issues in Bulgarian tourism and support the country's green and digital transitions. The focus until 2025 includes increasing tourism sector competitiveness, improving tourism data collection and</p>

		sharing, promoting sustainable management at regional level and enhancing digitalisation for SMEs.
Czechia	<p>Tourism Development Strategy of the Czech Republic 2021-2030</p> <p>https://mmr.gov.cz/cs/ministerstvo/cestovni-ruch/profesionaly/koncepce-strategie/strategie-rozvoje-cestovniho-ruchu-cr-2021-2030</p> <p>https://mmr.gov.cz/cs/ministerstvo/cestovni-ruch/profesionaly/koncepce-strategie/akcni-plan-2024-2025</p>	Strategy is valid for period 2021-2030, Recent action plan is valid for period 2024-2025
Denmark	<p>National strategi for bæredygtig vækst i dansk turisme</p> <p>- https://www.em.dk/aktuelt/udgivelser-og-aftaler/2022/jun/national-strategi-for-baeredygtig-vaekst-i-dansk-turisme</p>	2022 and onwards. We are currently working on a new strategy, which comes within a couple of months.
Germany	<p>National Tourism Strategy</p> <p>https://plattform-zukunft-tourismus.de/</p> <p>https://www.bmwk.de/Redaktion/DE/Schlaglichter-der-Wirtschaftspolitik/2024/07/08-dialog-tourismusbranche.html</p>	The National Tourism Strategy will remain in place until at least the end of the legislative term in 2025.
Estonia	<p>Tourism Strategy 2022-2025. It's about Time.</p> <p>https://www.mkm.ee/uudised/minister-kinnitas-turismi-arengusuunad-aastateks-2022-2025</p> <p>(https://mkm.ee/en/entrepreneurship-and-innovation/tourism/strategic-focuses-tourism).</p>	2022-2025
Ireland	<p>We have initiated the development of a new national tourism policy which is expected to be published later in 2024. The current policy is 'People, Place and Policy. Growing Tourism to 2025'.</p> <p>This Tourism Policy Statement sets out Government tourism policy and contains three headline targets, to be achieved by 2025:</p> <ul style="list-style-type: none"> o revenue from overseas tourism, excluding air fares and ferry charges, will be €5 billion per year by 2025, o net of inflation. The comparable figure for 2014 is €3.5 billion; o there will be 250,000 people employed in tourism by 2025, compared with approximately 200,000 in 2014; 	The current policy is 'People, Place and Policy. Growing Tourism to 2025'. A new policy framework, which is due to be published later in 2024, will cover the period out to 2030. A tourism action plan will be published after the publication of the new policy framework.

	<p>o there will be 10 million overseas visits to Ireland by 2025, compared to 7.6 million in 2014. The Strategy set out 51 policy proposals designed to achieve its objectives and support the industry. A Sustainable Tourism Working Group was established under this policy and the group set out the ambition that “Ireland will seek to be amongst the world-leaders in sustainable tourism practices” and in addition set out accompanying Guiding Principles for Sustainable Tourism Development in Ireland. On foot of this, the group developed a suite of 31 actions to promote Sustainable tourism practices in Ireland.</p> <p>A new national tourism policy was initiated in 2022 to help mainstream sustainable economic development across the country. It prioritises environmental protection, with a focus on reducing seasonality, to ensure a thriving tourism sector by 2030, consistent with climate change commitments. Initial consultations with key stakeholders were completed in 2023, and in early 2024, an online survey was launched seeking the views of the public to help finalise the Framework. Matters raised in the survey are being fully considered in the finalising of the policy framework, which is due to be published soon. The final policy framework will focus on ensuring that tourism plays its part in achieving national climate change targets, the tourism workforce, innovation, product development, regional distribution, seasonality and the impact of broader Government and international decisions aiming to increase sustainability through the promotion of sustainable travel options, like greenways, blueways and walking holidays, and improving biodiversity.</p>	
Greece	<p>https://mintour.gov.gr/en/the-ministry/scope-and-vision/ https://mintour.gov.gr/ependyseis/espa/epiteliki-domi-espa-ytoygeioy-toyrysmoy/</p>	Annual Action Plan 2024
Spain	<p>The State Secretariat for Tourism is currently developing a new National Tourism Strategy with a sustainability focus for 2030 (Estrategia de Sostenibilidad 2030). This roadmap will outline the government's tourism policy and proactively address emerging challenges within the sector. The ultimate goal is to create a long-term vision that positions Spanish tourism as a global leader. While the National Tourism Strategy is still under development, its objectives will be harmonized with those of the European Strategy, prioritizing sustainability, resilience, digitalization, and stringent health and safety measures within the tourism sector. The Spanish government's Recovery and Resilience Facility Plan is fully aligned</p>	2024-2030

	<p>with this strategy. The plan is structured around key policy drivers (levers) designed to directly impact Spain's productive sectors, fostering social and economic transformation. Tourism, the fourteenth component, is a core focus of policy lever V: Modernization and digitalization of industry and SMEs, tourism recovery, and Spain's positioning as an entrepreneurial hub. This lever will receive the most substantial funding, exceeding €12 billion, representing over 20% of the total plan. Additionally, it encompasses the National Digital Skills Plan. The green transition is integrated within the fair energy transition policy lever.</p> <p>https://turismo.gob.es/es-es/estrategia-turismo-sostenible/Paginas/Index.aspx</p>	
Croatia	<p>Strategy for Development of Sustainable Tourism until 2030 https://narodne-novine.nn.hr/clanci/sluzbeni/full/2023_01_2_18.html</p> <p>The Tourism Act, which entered into force on January 1, 2024, represents Croatia's first comprehensive legal framework for managing sustainable tourism development. This act establishes a robust foundation for managing tourism in a way that is data-driven, monitored, and incentivized to support sustainable practices. The primary goals of this act are to preserve Croatia's natural resources and spaces, improve the quality of life for local populations in tourist destinations, and ensure our competitiveness on the global market. To support the Tourism Act, a series of regulations will provide clear guidelines for managing tourism at local and national levels. These include: Regulations for Destination Management Plans, Monitoring Indicators for Tourism Development and Sustainability, Carrying Capacity Calculation Methodology.</p>	2022-2030
Cyprus	<p>Cyprus' National Tourism Strategy 2030, https://www.tourism.gov.cy/tourism/tourism.nsf/planning_en/planning_en?OpenDocument</p>	Until 2030 but it will soon be updated and prolonged until 2035
Latvia	<p>The Latvian Tourism and Event Industry Export Promotion Strategy 2027: https://www.em.gov.lv/lv/turisma-politikas-dokumenti</p>	2023-2027
Luxembourg	<p>https://download.data.public.lu/resources/strategie-tourisme/20230425-085617/tourismus-strategie.pdf</p>	Undetermined period – long-term

Hungary	https://mtu.gov.hu/cikkek/strategia/	2021-2030
Malta	National Tourism Strategy 2021-2030 - Recover, Rethink Revitalize. Link: https://tourism.gov.mt/wp-content/uploads/2023/04/National-Tourism-Strategy-2021-2030.pdf	2021-2030
Netherlands	https://www.nbtc.nl/en/site/download/perspective-destination-nl-2030-en.htm?disposition=inline	until 2030
Austria	Plan T - Master Plan for Tourism (https://www.bmaw.gv.at/en/Topics/tourism/plan-t.html); https://www.bmaw.gv.at/dam/jcr:0ea14456-ac84-4d66-ac69-d507317cd3f2/PLAN%20T%20-%20MASTER%20PLAN%20FOR%20TOURISM.pdf)	Plan T was launched in spring 2019 and is intended to be the basis of the Austrian Federal Government's tourism policy in the course of the next years. To keep up with current developments it is supplemented by action plans that address the most pressing issues. The action plan for 2024 is available here (in German): https://www.bmaw.gv.at/dam/jcr:5d2f93aa-7f3c-49d6-9356-e710b6e8b4e5/Aktion_splan-2024.pdf
Poland	Analytical work is underway at the Ministry of Sport and Tourism on the new Tourism Strategy to 2030, with an outlook to 2036. In 2023 the Governance Strategy for Integrated Tourism Marketing Communications to 2030 was developed. https://www.pot.gov.pl/attachments/category/123/Strategia_zarz%C4%85dzania_zintegrowan%C4%85_komunikacji%C4%85_marketingow%C4%85_turystyki_do_2030_roku.pdf	Poland currently does not have a new strategy for tourism. Analytical work on the Strategy for the tourism sector until 2036 is underway.

Portugal	<p>Tourism Strategy 2027 – homepage here (https://www.turismodeportugal.pt/en/Turismo_Portugal/Estrategia/Estrategia_2027/Pages/default.aspx) and full version (in EN) here (https://www.turismodeportugal.pt/SiteCollectionDocuments/estrategia/tourism-strategy-2027.pdf).</p> <p>The Tourism Strategy is implemented through thematic action plans; one example is the +Sustainable Tourism Plan 20-23, which can be accessed here (EN version): https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/sustainable-tourism-plan-2020-2023-turismo-de-portugal.pdf</p>	2021-2027
Romania	<p>The National Tourism Development Strategy 2025-2035 was approved by the Government Decision no 1.193 of 25 September 2024. https://legislatie.just.ro/Public/DetaliiDocument/289236</p>	<p>2025-2035</p> <p>According to the vision of the strategy by 2035 Romania will become a well-known, high-quality, year-round tourist destination, focused on the uniqueness of its cultural and natural heritage, offering high-quality services.</p>
Slovenia	<p>Slovenian Tourism Strategy 2022-2028 https://www.gov.si/assets/ministrstva/MGTS/Dokumenti/DTUR/Nova-strategija-2022-2028/Strategija-slovenskega-turizma-2022-2028-dokument.pdf https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fwww.gov.si%2Fassets%2F</p>	2022-2028
Slovak Republic	Strategy for Sustainable Tourism 2035	<p>For the period until 2035 although it is in the finishing stages of revision after the new Ministry of Tourism and Sports was established.</p>
Finland	<p>Achieving more together - sustainable growth and renewal in Finnish tourism. Finland’s tourism strategy for 2022-2028 and action plan for 2022-2023. https://julkaisut.valtioneuvosto.fi/handle/10024/164279</p>	<p>2022-2028. A monitoring report on the implementation of the 2022–23 Action Plan will be published in early autumn 2024. Based on the monitoring results, updates to the Strategy and subsequent action</p>

		plan, will be made, if necessary.
Sweden	Regional and other strategies En livsmedelsstrategi för Sverige – fler jobb och hållbar tillväxt i hela Sverige (https://www.regeringen.se/contentassets/256cc25ab5a84db7a76730abb9cc3773/en-livsmedelsstrategi-for-sverige-fler-jobb-och-hallbar-tillvaxt-i-hela-landet-prop-2016-17-104.pdf)	

Shared best practices on policy and governance

a) STR registration and data sharing framework setup and implementation

HR

Ministry of Tourism and Sport was implementing the project Croatian Digital Tourism – eTourism within which the electronic systems TuStart and TuRegistar were established. TuStart is an electronic system for registration and starting business in the field of tourism and hospitality, which replaces the analog registration and record-keeping processes. TuRegistar is a unique electronic system that contains interoperable data on catering and tourism service providers and facilities, travel agencies, tourist guides, nautical tourism vessels, nautical tourism ports and other types of facilities that provide mooring and accommodation services, rent-a-car service providers and tourist boards. In order to encourage further development of tourism and hospitality services in the Republic of Croatia and data sharing for STR registration, certain upgrades for data exchange will be needed.

CY

General information on the Self-Service Registration process of the Self-Service (Sharing Economy)Accommodation Establishments. The submission of applications for registration of accommodation (villas, houses, apartments) at register of self-catering accommodation can be submitted by natural and by legal entities. To this end, the applicant should have a valid before submitting the application for registration of his accommodation in the register of self-catering accommodation of the Deputy Ministry of Tourism:

- Registration at the Tax Department (Tax Identification Number or VAT where provided under the relevant legislation) of the Republic of Cyprus and
- Insurance Coverage of the Accommodation in force – At least against all risks, for fire and civil liability.

https://www.tourism.gov.cy/tourism/tourism.nsf/application11_en/application11_en?openform

PL

Poland maintains a register of hotel facilities and is ready to centrally maintain a register of hotel service providers in other facilities (STR). The System of Public Registers in Tourism, available at

<https://turystyka.gov.pl/>, is an initiative of the Ministry of Sport and Tourism, enabling Poles to enjoy a wide range of safe leisure activities in the country and to access information about the tourist offer.

The following information is made available through the System:

- the Central Register of Hotel Facilities (CWOH),
- Central Record of Organisers of Training for Mountain Guide Candidates (CWOS),
- data on mountain guide qualifications awarded by individual voivodship marshals (CWPG),
- electronic information on mountain guide qualifications entitled to all voivodeship marshals.

The system allows, among others: setting up accounts for Administrators of public administration bodies and determining the type of access to the scope of data entered, generating the ID number of the entered object, entering data according to a standardised template, generating statistics and numerical data, as well as viewing and editing data. The portal cooperates with external systems and state registers, i.e. REGON, TERYT.

In addition, the Ministry of Sport and Tourism, for beneficiaries of funding under successive editions of the Regional Sports Infrastructure Development Programme (essential for sports policy), operates AMODIT, an IT system for receiving and processing applications.

https://bip.msit.gov.pl/download/2/4292/Dokumentacja_uzytkowa_SIPRW-AMODIT.pdf

<https://wnioski.msit.gov.pl/Login.aspx?ReturnUrl=%2f>

PT

Turismo de Portugal has since 2014 a National Registry for Local Accommodation (STR) as a requirement for operating in this segment.

The registry is free and publicly available at Turismo de Portugal's website. This allows daily monitoring of STR/Local Accommodation units in each municipality. On the other hand, online platforms must include the registration number in their offerings.

Finally, Portuguese regulation gives municipalities the power to develop specific regulations at local level to manage or limit the number of economic operators.

b) Sustainable tourism measurements (economic, environmental, social) at destination level

CZ

Creation of a Working Group on Sustainable Tourism, a Working Group on So-called Congested Localities was also created within the group.

Microsites created on the issue of sustainable tourism on the web include accessible tourism and ecological travel in mutations for foreign and domestic tourism (<https://www.visitczechia.com/en-us/travel-info/barrier-free-travel>)

The NGO support program supports activities related to the renewal of tourist route markings (KČT - Touristic markings - signs (<https://kct.cz/turisticke-znaceni>), the coordination of long-distance cycle routes EW and GW, including the monitoring of traffic on backbone cycle routes (<https://www.mereninavstevnosti.cz/>) and the development of the standard called "Cyclists

welcomed”(https://www.cyklistevitani.cz/), respectively activities related to increasing the resilience of tourism (e.g. strategic documents and certification systems for sub-sectors of tourism). The renewal of the marking of tourist routes and the coordination of cycle routes are also supported by the regions.

The CzechTourism (the CzT) monitors the intensity of tourism at the national and regional level as well as at the level of individual destinations, and also ensures the monitoring of domestic and incoming tourism as well as surveys of residents' satisfaction and irritation with the development of tourism. outputs are available on the Tourdata website: <https://tourdata.cz/>.

CZ regularly participates in activities related to e.g. Earth Day, Days of European Geoparks, International Geodiversity Day and others.

Activities from the side of sustainable tourism are implemented at the national level (other departments and organizations established by them) and at the regional level (by regions, municipalities, DMOs, NGOs and other entities, such as National Parks Administrations, Nature and Landscape Protection Agencies, etc.).

Activities related to infrastructure accessibility mapping and categorization are implemented (e.g. <https://mapybezbarier.cz/cs>, <https://www.vozejkmap.cz/>, <https://www.presbariery.cz/cz/>). As part of accessibility mapping, so-called wheelchair tourist routes are also mapped (<https://kct.cz/turistika-zdravotne-postizenych-turistu>).

The Partnership foundation focuses also on sustainable tourism, supports local entrepreneurs, addresses local government and communities <https://www.nadacepartnerstvi.cz/Co-delame/Pomahame/Udrzitelny-turismus>.

The EPU app is designed to show users even lesser-known places and guide them to sustainable travel with respect to the surrounding nature. On the routes, the application alerts you to interesting places that you might otherwise miss without noticing, and you can also collect virtual species of plants and animals, about which you will learn a lot of information in the form of short and interesting facts. You can also complete fun quizzes for each type. The application informs you in the form of smart notifications about entering protected areas, provides important information about the rules of conduct and explains the reasons for possible bans or temporary restrictions. Thanks to this, users learn how to respect nature:

<https://play.google.com/store/apps/details?id=cz.algodos.epu&hl=cs&gl=US&pli=1> . Similar app: <https://www.uzasnamista.cz/aplikace-uzasna-mista/>.

DE

Machine translation:

The Federal Ministry for Economic Affairs and Climate Protection transferred the creation of the Tourism Satellite Account for Economy and Environment (TSA-EE) to the Federal Statistical Office for the period 2019-2024 (reporting years 2015-2021) by means of an administrative agreement. Under this agreement, the reporting years 2015-2021 were calculated and published. The TSA is a modular system used worldwide to calculate the added value and employment effects of the tourism industry. The Federal Statistical Office also records environmental aspects of tourism in the TSA-EE, which are of high relevance, especially in the political sphere.

With a new administrative agreement for the years 2025-2027, the work of the Federal Statistical Office on the TSA-EE is to be continued, so that it can be ensured that the necessary scientific data on the tourism industry is regularly available and updated in the future. One concern will be to achieve a

more up-to-date data in the medium term and to include cross-border traffic adequately in the environmental data.

Original:

Das Bundesministerium für Wirtschaft und Klimaschutz übertrug für den Zeitraum von 2019-2024 (Berichtsjahre 2015-2021) mittels einer Verwaltungsvereinbarung die Erstellung des Tourismussatellitenkontos für Wirtschaft und Umwelt (Tourism Satellite Account for Economy and Environment, TSA-EE) dem Statistischen Bundesamt. Im Rahmen dieser Vereinbarung wurden die Berichtsjahre 2015-2021 berechnet und veröffentlicht. Das TSA ist ein weltweit verwendetes modulares System zur Berechnung der Wertschöpfungs- und Beschäftigungseffekte der Tourismuswirtschaft. Das Statistische Bundesamt erfasst im TSA-EE zusätzlich auch umweltbezogene Aspekte des Tourismus, die von hoher Relevanz insbesondere im politischen Raum sind.

Mit einer neuen Verwaltungsvereinbarung für die Jahre 2025-2027 sollen die Arbeiten des Statistischen Bundesamtes am TSA-EE fortgesetzt werden, so dass sichergestellt werden kann, dass auch zukünftig die notwendigen wissenschaftlichen Daten zur Tourismuswirtschaft regelmäßig vorliegen und turnusmäßig aktualisiert werden. Ein Anliegen dabei wird sein, mittelfristig eine höhere Aktualität der Daten zu erreichen sowie auch grenzüberschreitende Verkehre in die umweltbezogenen Daten adäquat einzubeziehen.

Projektbericht (veröffentlicht 2021) auf deutsch:

<https://www.destatis.de/DE/Themen/Wirtschaft/Volkswirtschaftliche-Gesamtrechnungen-Inlandsprodukt/Publikationen/Downloads-Input-Output-Rechnung/aktuelle-daten-tourismuswirtschaft.pdf>

Projektbericht (veröffentlicht 2021) auf englisch:

<https://www.destatis.de/EN/Themes/Economy/National-Accounts-Domestic-Product/Publications/Downloads-National-Accounts-Domestic-Product/current-data-tourism-industry-short-version.pdf>

EL

DMMOs

By virtue of Law 4875/2021 (G.G. A' 250), Greece has introduced a new governance framework concerning the establishment of Destination Management and Marketing Organizations (DMMOs) at both a regional and municipal level, aiming at the efficient and effective management of the individual destination, the facilitation of cooperation among the various authorities and co-competent bodies as well as at the formation of a quality, diversified, competitive and sustainable tourist product. In this context, the Ministry of Tourism is currently implementing an RRF-funded project (SUB1: Destination Management) with view to providing Regions and Municipalities with incentives to activate respective DMMOs. More specifically, said project comprises the financing of a) the necessary studies for the establishment and operation of DMMOs, and b) the design and development of the National Observatory of Sustainable Tourism Development with a provision for interoperability with the Regional Observatories (existing or under establishment) as well as with existing data providing platforms. Both subprojects are implemented through public contracts and are to be concluded by December 2025.

IE

The Sustainable tourism Working Group identified a suite of actions to promote sustainable tourism practices that could be implemented prior to a new tourism policy being developed. The actions identified in the report entitled “Actions to Promote Sustainable Tourism Practices 2021 - 2023” aimed to establish new research methods, which would increase the level of evidence available, and form a clear narrative for communicating about the sustainability agenda, to build a better understanding and awareness among tourism stakeholders and the general public. The actions also sought to ensure that sustainability was taken into account in policy development, business planning by the agencies and industry as well as in destination management and promotional activity.

<https://www.gov.ie/en/publication/fff4eb-sustainable-working-group-report/>

Fáilte Ireland, the national tourism development authority supports the tourism industry to take action to reduce its CO2 emissions and assists tourism businesses on their climate action journey.

Tackling climate change is one of the biggest challenges and opportunities facing tourism businesses today. With rising costs impacting the sector, reducing a business’s carbon emissions is a smart way to save money and boost their reputation as a sustainable tourism business. In 2024, Fáilte Ireland launched a Climate Action Programme which is providing hands-on support and investment advice for tourism businesses aiming to become more sustainable. Whether they are taking their first steps or looking to build on progress already made, the Climate Action Programme will help drive real change in businesses in line with Ireland’s target to achieve net zero emissions by 2050.

The Programme is delivered by Fáilte Ireland and a team of sustainability advisors who will mentor and guide businesses over a three-year period. A dedicated advisor will assess the businesses baseline data and develop a tailored action plan to reduce carbon emissions and improve the businesses overall sustainability credentials. In line with government targets, the Programme will focus on reducing carbon emissions and also saving money, focusing on the areas of energy, water, waste, and biodiversity.

More information on the Climate Action Programme can be found at <https://www.failteireland.ie/climateactionprogramme.aspx>

In 2022, Fáilte Ireland launched a suite of Climate Action Guides for tourism businesses and since then, industry have attended climate action clinics, carbon reduction webinars and workshops to help them reduce their waste, water and energy, as well as how to share their climate action story. These guides can be downloaded at <https://supports.failteireland.ie/climate-action/>

HR

Croatian Bureau of Statistics (CBS) participate in the EU project “Development in tourism statistics”. The general objectives of the project are to enhance the quality of statistics on short-stay accommodation offered via online collaborative economy platforms. In order to achieve the general objectives of the project it is divided into two modules:

Modul 2.1. Data on short-stay accommodation offered via national online collaborative economy platforms

Modul 2.2. Development and implementation of deduplication methods for occupancy data

This project will allow the production of experimental statistics showing a more complete picture of tourist accommodation occupancy in scope of NACE 55.2. an allow public authorities to better

understand the development of the collaborative economy in particular short-stay accommodation rentals services and support evidence-based policies.

CY

Heartland of legends

The island's soul is its heartland; full of hospitable people, enduring traditions and fresh produce. The Heartland of Legends route is a project designed by the Cyprus Deputy Ministry of Tourism and takes you to perfectly hidden places, where you can unwind, enjoy slow life, rediscover food and breath real oxygen. Savor the sweet, fragrant air, feel your body relax and allow your soul to start searching for these magical stories.

[Heartland of Legends | Cyprus is the island of Legends & Stories](#)

MT

The Governance and Implementation element of the Malta Tourism Strategy 2021-2030 is carried out through the Malta Tourism Observatory (MTO), established in September 2022. The MTO is part of the Malta Tourism Authority (MTA) and is directed by the MTA's Chief Officer of Strategic Development. It is administered by a Management Board comprising officials from the Ministry for Tourism, the MTA, and the private sector.

The MTO is empowered to commission studies, measure KPIs, and continually consult with tourism stakeholders. It publishes regular reports and aims to join the network of International Tourism Observatories, aligning its work with their practices. The MTO also organizes an annual National Tourism Conference to present, discuss, and update strategic actions.

The Observatory works closely with the MTA's Research Unit, which collates data on various tourism aspects such as seasonality, activities, product evaluation, and visitor satisfaction. It is expanding its data sources to include indicators from other agencies on energy, water, waste, employment, and climate action. The Observatory is also collaborating with the OECD to publish a Tourism Satellite Account for Malta and develop Tourism Sustainability Indicators. Additionally, it is working with a French company, Murmuration, to create dashboards linked to the SDGs, using satellite telemetry and Malta-specific data to enable scenario planning for land use, air and sea quality, vegetation health, and climate change impacts.

AT

Key indicators: Within the framework of the "Plan T – Masterplan for Tourism", key indicators for the performance of the Austrian tourism have been set to evaluate development in all three dimensions of sustainability – economic, ecological and sociocultural:

- Economic: Arrivals, Overnights, Length of stay, Income per capita, Contribution to GDP, Fictitious debt repayment period, RevPAR Median, Price competitiveness (inflation)
- Ecological: Energy mix in accommodation & gastronomy sector, Energy consumption per night spent, Share of renewable sources of energy in accommodation & restaurant sector, Energy consumption in accommodation, gastronomy and cable cars sectors, Number of Austrian Eco-Label certifications (businesses and destinations)
- Socio-cultural: Tourism acceptance (Austrian population), Guest Satisfaction, Employees in the accommodation & gastronomy sector

Data are published in a yearly report on tourism in Austria issued by the Federal Ministry of Labour and Economy. The reports (in German) can be found here: <https://www.bmaw.gv.at/Themen/Tourismus/Tourismus-in-Oesterreich/lagebericht.html>

In addition, sustainability indicators are also measured in some federal provinces and destinations. Example: Tourism Strategy of Tyrol (p. 46-49, available in English): <https://www.tirolwerbung.at/tiroler-tourismus/tourismusstrategie>

Measuring the tourism acceptance: A key emphasis of Austrian tourism policy for 2024 is on the issue of balanced tourism and tourism acceptance. Following pilot surveys with up to 2.500 respondents per year (2020-2023), from 2024 onwards the measurement of the resident's sentiment towards tourism is ensured by integrating it in the regular tourism statistics framework in Austria; the methodology has been adapted and the sample increased to 12.000. It was implemented with a few simple additional questions to the regular survey of guests (as stipulated in Regulation (EU) 692/2011), thus being cost-efficient and as little burdensome as possible for respondents.

This will allow both the national and federal province level to monitor the tourism acceptance continuously. More information: <https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/nachhaltige-entwicklung/tourismusakzeptanz.html>

Regional Information and Monitoring Systems (RESY): Following a pilot project in two tourism regions on "Regional Information and Monitoring Systems" (RESY), a new publicly accessible dashboard serves as a continuous observation and management tool containing data at community level, ranging from the number of visitors and enterprises to labour market, mobility and environmental data. It allows for comparison of key indicators between individually-selectable territories (600 regions and 2093 municipalities). It includes 30 base indicators in five areas:

- Demography (e.g. population structure, average age, education, size of households)
- Economy (business sizes, number of employees, share of self-employed persons, share of 8 unemployed persons, part-time employees)
- Tourism (average length of stay, overnights, tourism intensity, bed capacity, occupancy rate, guest structure)
- Infrastructure and mobility (e.g. access to public transport, broadband internet access, land prices)
- Energy and environment (e.g. energy consumption and CO2 emissions, days of heat, potential hours of technical snowmaking, soil sealing).

The tool was developed in cooperation with the Federal Ministry of Agriculture, Forestry, Regions and Water Management. More information: <http://www.resy-dashboard.at/>

PL

In 2020, the 'Expertise on Sustainable Tourism Guidelines' was performed (Department of Tourism in the Ministry of Development, Labour and Technology) and in 2022 made available to all interested parties on the website of the Ministry of Sport and Tourism. Information on the report was provided in the previous report.

The expertise (in Polish) can be accessed via the link:

<https://www.gov.pl/web/sport/ekspertyza-na-temat-wytycznych-w-zakresie-zrownowazonej-turystyki2>

In addition in 2022 an expert study was made available entitled 'The state of the health resort and spa protection areas. 'Status and opportunities for the development of spa municipalities and spa protection areas'. The document identifies international and national conditions for the development of such areas, as well as recommendations and guidelines in connection with the recovery of tourism in spa communities after the COVID-19 pandemic. The report identifies the role of spas, spa protection areas and tourism, and dedicates legal regulations and funding opportunities to them.

The study (in Polish) can be accessed via the link:

<https://www.gov.pl/web/sport/stan-i-mozliwosci-rozwoju-gmin-uzdrowiskowych-i-obszarow-ochrony-uzdrowiskowe>

PT

Turismo de Portugal developed a specific monitoring system to support Tourism Strategy 2027, based on ETIS and UNWTO frameworks.

The indicators are available here:

<https://travelbi.turismodeportugal.pt/en/sustainability/sustainability/>

This monitoring system is complemented by regional observatories in main tourist regions, some of them are already integrated in the UNWTO network of tourism observatories.

More info here: <https://travelbi.turismodeportugal.pt/en/sustainability/regional-sustainability-observatories/>

FI

Together with the tourism sector, Visit Finland has developed the Sustainable Travel Finland programme for travel companies and regions in Finland. This programme is used to obtain the Sustainable Travel Finland label. As a part of the STF programme, national indicators for sustainable tourism were developed. The indicators provide data at the company, regional and national level. In future, the indicators will help to evaluate and develop target setting of the national tourism strategy. The STF programme's indicator data, other statistics, research sources, expert views and concrete sustainable tourism examples from the Finnish tourism sector are annually compiled into a single report State of Sustainable Tourism.

Visit Finland, alongside over 70 Finnish tourism organizations, has signed the Glasgow Declaration on Climate Action in Tourism. Visit Finland's Climate Action Plan was published in 2023. Climate action is an integral part of the Sustainable Travel Programme, providing self-assessment and an indicator system on climate action and resource knowledge. All participants must develop an action plan to respond and adapt to climate change as a compulsory part of the STF programme.

<https://www.visitfinland.fi/liiketoiminnan-kehittaminen/vastuullinen-matkailu>

<https://travel-trade.visitfinland.com/en/sustainability/>

<https://www.businessfinland.fi/4ad488/globalassets/visitfinland.fi/vf-julkaisut/2023/visit-finland-climate-action-plan-2023.pdf>

<https://www.businessfinland.fi/julkaisut/visit-finland/2024/kestavan-matkailun-tila-2023#stored>

c) New data sources in official tourism statistics

CZ

In the Czech Republic, number of statistical data on tourism (TSA, payment/trade balance of tourism, performance, attendance, capacity, etc.) are monitored for a long time. In addition, number of surveys are carried out to monitor the total number of visitors and their movement within Czechia, monitor the number of visitors and their satisfaction, monitor resident irritation, evaluating source markets, etc. Tools are also used to monitor number of visitors using GSM data, monitoring visitor spending via card payment providers. We are implementing the project eTurista aimed at monitoring the number of accommodation facility operators, accommodation facility establishments and number of visitors.

Czech Statistical Office:

- TSA - Tourism Satellite Account | CZSO <https://www.czso.cz/csu/czso/tourism-satellite-account>
- Time series of capacity, attendance, conferences at HUZ, sample survey of domestic and outbound tourism: Tourism - time series | CZSO - https://www.czso.cz/csu/czso/cru_ts

CzechTourism:

- Tourdata (Tourism Data) – <https://tourdata.cz/>
- Overview of tourism performance by regions and destinations.
- Other monitored circuits.
- Data - Accommodation, gastronomy and transport, tourist destinations, tourist information centers, forms of tourism, domestic and inbound tourism, other reports (e.g. CR intensity, stay fees, impacts of COVID-19, etc.)
- Analyses of source markets
- Monitoring of CzechTourism activities
- Tracking of incoming and domestic tourism
- Irritation of residents
- Sustainable travel

Czech National Bank:

- Tourism balance of payments
- Oracle Interactive Dashboards - BISTAT - https://www.cnb.cz/analytics/saw.dll?dashboard&PortalPath=/shared/UNIBOP_WEB/_portal/BISTAT&nQUser=cnb_public_cs&nQPassword=free_access
- Current account of the Czech Republic's balance of payments by territory : https://www.cnb.cz/cs/statistika/platebni_balance_stat/publikace_pb/bezny_ucet_pb_tc/

DE

Machine translation:

Since 2021, experimental data from 4 platforms (AirBnB, Booking, Expedia and TripAdvisor) have been made available to the Federal Statistical Office by Eurostat. Data for the reporting years 2018 to 2023 are now available. These data provide an exciting addition to the official tourism statistics in the area of holiday apartments and houses and above all offer an insight into the companies under 10 beds, which are not recorded in the official statistics. For methodological reasons, it has not yet been possible to integrate the new data into official statistics. Therefore, these are published as a

supplement in the form of press releases by the Federal Statistical Office. The data can also be found in Eurostat's database.

Original:

Seit dem Jahr 2021 werden dem Statistischen Bundesamt experimentelle Daten von 4 Plattformen (AirBnB, Booking, Expedia und TripAdvisor) von Eurostat zur Verfügung gestellt. Mittlerweile liegen Daten für die Berichtsjahre 2018 bis 2023 vor. Diese Daten liefern eine spannende Ergänzung zur amtlichen Tourismusstatistik im Bereich der Ferienwohnungen und -häuser und bieten vor allem einen Einblick in die Betriebe unter 10 Betten, die in der amtlichen Statistik nicht erfasst werden. Eine Integration der neuen Daten in die amtliche Statistik ist aus methodischen Gründen bisher nicht möglich. Deshalb werden diese als Ergänzung in Form von Pressemitteilungen vom Statistischen Bundesamt veröffentlicht. In der Database von Eurostat können die Daten auch abgerufen werden.

HR

The official tourism statistic for Croatia collected and published by the Croatian Bureau of Statistics (www.dzs.hr) uses the eVisitor system as one of the primary statistical sources. The eVisitor system is a centralized system whose primary purpose is the check-in and check-out of tourists. It is a legal obligation of all accommodation providers to perform the check-in and check-out of tourists. The system makes automatic calculation of the tourist tax and controls the payments. In addition, based on the aforementioned data, the system displays statistical reports depending on the user's role, as well as creates the data exports to the National Bureau of Statistics.

AT

Following pilot surveys with up to 2.500 respondents per year (2020-2023), from 2024 onwards the measurement of the resident's sentiment towards tourism is ensured by integrating it in the regular tourism statistics framework in Austria; the methodology has been adapted and the sample increased to 12.000. It was implemented with a few simple additional questions to the regular survey of guests (as stipulated in Regulation (EU) 692/2011), thus being cost-efficient and as little burdensome as possible for respondents. This will allow both the national and federal province level to monitor the tourism acceptance continuously. More information: <https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/nachhaltige-entwicklung/tourismusakzeptanz.html>

PL

In 2023 the Central Statistical Office has developed (using the typology of Functional Urban Areas) a Delimitation of Rural Areas (DOW) for statistical purposes in order to ensure a uniform presentation of the results of rural statistical surveys. In the future, this will make it possible to present statistics on culture, tourism and sport by different typologies of areas, highlighting their diversity.

Link: <https://stat.gov.pl/statystyka-regionalna/jednostki-terytorialne/delimitacja-obszarow-wiejskich-dow/>

PT

Portugal developed a dedicated knowledge sharing (TravelBI by Turismo de Portugal) which disseminates data on the tourism industry in Portugal, main national and international trends and dedicated studies, surveys and reports in relevant topics for the tourism stakeholders.

The platform is publicly available at Turismo de Portugal's dedicated website and has gathered a lot of interest from stakeholders (+56000 users and +310000 page visualizations and 10000 followers in social media).

More information here: <https://travelbi.turismodeportugal.pt/en/> (PT and ENG)

SI

Mobile Network Operating data in Slovenia

Description and rationale

Modern technology usage generates a huge amount of data that can be processed and based on them, various social phenomena and trends can be evaluated. Mobile technology is a source of such data that can be statistically processed and presented. Most people use mobile devices (phones) with different functionalities. While using mobile devices, data sessions are established between them and the operator. Based on the total duration of data sessions in Slovenia and abroad, we can roughly estimate the number of users of mobile devices who also travelled during the given period. We can estimate the number of Slovenian users who travelled abroad and foreign users who visited Slovenia, whether for several days (tourists) or just for one day (same-day visitors).

Obtaining Mobile Network Operating (MNO) data is a joint initiative of Statistical Office of the Republic of Slovenia (SURs) and Bank of Slovenia, which developed the methodology.

Bank of Slovenia is (besides SURs and National Institute of Public Health) an authorised producer of national statistics. It is responsible for calculating the balance of payments and international trade in services and has been using MNO data as an indirect source to calculate the import and export of travel in the balance of payments since 2005. With the adoption of Regulation EU 2015/2120 which brought the RLAH (Roam Like at Home) principle into force, the methodology needed adaptation. Bank of Slovenia therefore developed the methodology that is now in use as an input to calculate the balance of payments. The methodology is based on the duration of connection to the mobile network.

For Statistical Office of the Republic of Slovenia (SURs), the main purpose of obtaining Mobile Network Operating (MNO) data is to gain an additional data source (to supplement surveys already conducted by SURs in the field of tourism statistics) for evaluating tourist flows in Slovenia. These data could address user needs for almost up to date data.

The observation units are users of mobile telephony services abroad – foreign users roaming in the Slovenian mobile telephone networks and Slovenian users roaming in foreign networks. Due to data limitations, they are presented (aggregated) only for the whole territory of Slovenia.

Governance

The data are collected from all mobile telephony operators that provide public communication networks and /or public communication services in the territory of the Republic of Slovenia by the Agency for Communication Networks and Services of the Republic of Slovenia (AKOS). Excluded are only very small mobile operators that have negligible market shares. AKOS is an independent body that among others regulates and supervises the electronic communications market and conducts the tasks relating to notification and international relations, technical matters and numbering. According to Electronic Communications Act (ZEK-om 2), AKOS' jurisdiction also includes collecting data for statistical purposes. SURs receives the data based on the National Statistics Act and the Annual Programme of Statistical Surveys.

Mobile operators send AKOS data aggregated according to the methodology determined by Bank of Slovenia. AKOS combines (sum up) received data from all mobile operators and forwards them to SURS regularly once a month. SURS has received the data free of charge since August 2020.

FI

The new Visit Finland Border Survey was launched in March 2023 to measure the number of arrivals, spending, carbon footprint and segmentation of international tourists in Finland. The survey aims to fill key tourism data gaps and provide monthly open data updates for tourism stakeholders. The survey will provide data for international arrivals, tourism receipts and the travel item for the balance of payments.

Data is collected via face-to-face interviews conducted at airports and major seaports and harbours, covering more than 90% of international air and sea passengers. Land border crossings are currently excluded from the survey. Statistics Finland and commercial partners Norstat Finland and TAK assist Visit Finland in collecting and disseminating the data. The research is financed by the EU's Resilience and Recovery Facility (RRF), which supports development measures for sustainable and digital growth in the tourism sector.

The results from the survey are published as database tables at Visit Finland's Rudolf statistical database. In terms of dissemination, a new approach is to publish the interview data as open data at [avoindata.fi](https://www.avoindata.fi). This enables more detailed analysis, dashboards, as well as commercial and scientific use.

<https://www.visitfinland.fi/suomen-matkailudata/matkailijamittari>

<https://travel-trade.visitfinland.com/en/border-survey/>

<https://visitfinland.stat.fi/PXWeb/pxweb/en/VisitFinland/>

<https://www.avoindata.fi/data/fi/dataset/visit-finland-matkailijamittari>

<https://www.visitfinland.fi/suomen-matkailudata/matkailijamittari>

d) Developing sustainable destination management strategies

DE

Machine translation:

In 2022/23, the Federal Competition for Sustainable Tourism Destinations in Germany was held for the third time by the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) together with the Federal Agency for Nature Conservation and the German Tourism Association. This awards particularly active regions for their commitment to sustainable tourism and provides an incentive for the further development of domestic tourism. A fourth federal competition is planned for 2026/27.

Original text:

2022/23 wurde der Bundeswettbewerb Nachhaltige Tourismusdestinationen in Deutschland zum dritten Mal vom Bundesministerium für Umwelt, Naturschutz, nukleare Sicherheit und Verbraucherschutz (BMUV) gemeinsam mit dem Bundesamt für Naturschutz und dem Deutschen Tourismusverband durchgeführt. Damit werden besonders aktive Regionen für ihr Engagement im nachhaltigen Tourismus ausgezeichnet und ein Anreiz für die Weiterentwicklung des Inlandstourismus gegeben. Ein vierter Bundeswettbewerb ist für 2026/27 geplant.

Report zum Bundeswettbewerb und den Sieger-Destinationen (2012/13 – 2016/17 inkl. EN – 2022/23):
<https://www.bundeswettbewerb-tourismusdestinationen.de/wettbewerb/reports>

Machine translation:

The practical guide "Sustainability in German Tourism - Requirements, Recommendations, Implementation Aids" published as a result of a departmental research project of the BMUV serves as the previous evaluation framework of the Federal Competition and practical assistance for the destinations. It presents 40 criteria from eight fields of action that take into account ecological, economic and social aspects as well as an overall strategic management approach. The summary is also available in English. A revision is planned for 2025/26

Original text:

Als bisheriger Bewertungsrahmen des Bundeswettbewerbs und praktische Hilfestellung für die Destinationen dient der als Ergebnis eines Ressortforschungsvorhabens des BMUV herausgegebene Praxisleitfaden "Nachhaltigkeit im Deutschlandtourismus – Anforderungen, Empfehlungen, Umsetzungshilfen". Er stellt 40 Kriterien aus acht Handlungsfeldern vor, die ökologische, ökonomische und soziale Aspekte sowie übergeordnet einen gesamtstrategischen Managementansatz berücksichtigen. Die Kurzfassung wird auch in englischer Sprache bereitgestellt. Eine Überarbeitung ist für 2025/26 geplant

<https://www.bmu.de/download/nachhaltigkeit-im-deutschlandtourismus>

Machine translation:

As part of the BMUV research project 'Consequences of climate change for tourism in the German Alpine and low mountain regions and coastal regions as well as for bathing tourism and forms of tourism accompanying rivers (e.g. cycling and water tourism)', a climate information system was developed for this purpose. This online tool maps the climate changes of the past and gives an outlook on a possible future climate in all German tourism regions. Various climatic indicators are available as an interactive map, data table or time series. For adaptation to climate change as a long-term process, a strategic approach is important. To this end, a guideline "Adapting to climate change: Shaping the future of tourism" has been developed specifically for destination management, which is intended to provide assistance in this regard.

Original text:

Im Rahmen des Forschungsvorhabens des BMUV „Folgen des Klimawandels für den Tourismus in den deutschen Alpen- und Mittelgebirgsregionen und Küstenregionen sowie auf den Badetourismus und flussbegleitende Tourismusformen (z.B. Radwander- und Wassertourismus)“ wurde hierfür ein Klimainformationssystem entwickelt. Dieses Online-Tool bildet die Klimaänderungen der Vergangenheit ab und gibt einen Ausblick auf ein mögliches zukünftiges Klima in allen deutschen Tourismusregionen. Verschiedene klimatische Kennzahlen stehen als interaktive Karte, Datentabelle oder Zeitreihe zur Verfügung. Für die Anpassung an den Klimawandel als langfristiger Prozess ist eine strategische Vorgehensweise wichtig. Dazu wurde speziell für Destinationsmanagement ein Handlungsleitfaden „Anpassung an den Klimawandel: Die Zukunft im Tourismus gestalten“ entwickelt, der hierbei eine Hilfestellung bieten soll.

<https://www.umweltbundesamt.de/node/%2069234>;

<https://gis.uba.de/maps/resources/apps/tourismus/index.html?lang=de>

<https://www.umweltbundesamt.de/publikationen/anpassung-an-den-klimawandel-die-zukunft-im>

Machine translation:

In order to provide the tourism industry and decision-makers with reliable data on the alignment of the demand side with the UN 2030 Sustainable Development Goals and their development, the BMUV is continuing initial surveys as part of the travel analysis 2014 and 2019 to examine the development of awareness and demand and their influencing factors in the travel analysis 2022 to 2024 in succession. The results are published annually.

Original text:

Um der Tourismusbranche und den Entscheidungstragenden belastbare Daten zur Ausrichtung der Nachfrageseite an den Nachhaltigkeitszielen Agenda 2030 der Vereinten Nationen und deren Entwicklung zu geben, werden vom BMUV in Fortsetzung erster Befragungen im Rahmen der Reiseanalyse 2014 und 2019 die Bewusstseins- und Nachfrageentwicklung und ihre Einflussfaktoren in der Reiseanalyse 2022 bis 2024 in Folge untersucht. Die Ergebnisse werden jährlich veröffentlicht.

<https://www.bmuv.de/WS4592>

<https://reiseanalyse.de/ra-satelliten/ra-nachhaltigkeit/>

Machine translation:

The three-year climate protection project "KATZENSPRUNG 2.0 - Active for climate protection in German tourism" has been funded by the BMWK since 1 January 2022. The project aims to strengthen climate protection in domestic tourism by raising/developing awareness among local tourism actors of, among other things, the economic, competitive and communicative advantages of corresponding offers, as well as providing practical support in the implementation of concrete climate-friendly measures. Core objectives are the implementation of a modular training series for the implementation of climate-friendly offers or equipment as well as the target group-oriented communication of the topic of catering design in accordance with the sustainability targets of the UN 2030 Agenda. The overall objective is to extend the content of the "Active for Nature Parks and Climate Protection" cooperation program developed in the pilot project to other active groups in tourism and to implement it in 20 model nature parks and then in as many of the 104 nature parks as possible: Over the course of the project, GHG reductions of around 42,300 tonnes of CO₂eq are to be initiated.

Original text:

Das dreijährige Klimaschutzprojekt „KATZENSPRUNG 2.0 – Aktiv für den Klimaschutz im Deutschlandtourismus“ wird seit dem 1. Januar 2022 vom BMWK gefördert. Das Projekt soll den Klimaschutz im Inlandstourismus stärken, indem es bei touristischen Akteuren vor Ort sowohl das Bewusstsein für u.a. die wirtschaftlichen, wettbewerblichen und kommunikativen Vorteile entsprechender Angebote schärft/entwickelt, als auch praxisgerechte Unterstützung bei der Umsetzung konkreter klimaschonender Maßnahmen bietet. Kernziele sind die Durchführung einer modularen Schulungsreihe zur Implementierung von klimafreundlichen Angeboten oder Ausstattungen sowie die zielgruppengerechte Kommunikation des Themas Gestaltung der Verpflegung im Sinne der Nachhaltigkeitszielvorgaben der UN-Agenda 2030. Gesamtziel ist die inhaltliche Ausweitung des im Pilotprojekt entwickelten „Aktiv für Naturparke und Klimaschutz“-Kooperationsprogramms auf weitere aktive Gruppen im Tourismus und dessen Implementierung in zunächst 20 Modell-Naturparken und anschließend in möglichst vielen der aktuell 104 Naturparke:

Über die Projektlaufzeit sollen THG-Minderungen in Höhe von rund 42.300 Tonnen CO₂eq angestoßen werden.

<https://www.katzensprung-deutschland.de/>

IE

Ireland's people, heritage and culture form a significant part of the tourism experience promoted to visitors, and the economic gain from visitor expenditure and support from employment contributes to the overall quality of life within communities. As part of a sustainable approach, it is recognised that communities must be involved in destination planning and that community impact and benefit is considered within management plans. Ensuring increased visitor awareness, education and responsible behaviour in relation to tourism are also an important contribution to destination management.

Fáilte Ireland will seek to adopt a sustainable destination management approach by instilling the sustainability agenda within its Destination Experience Development Plans. These Destination and Experience Development Plans (DEDP) are 5-year sustainable tourism development plans for a destination, which bring public and private sector organisations together to prioritise tourism development projects and maximise their chance for success. It will also develop new initiatives which seek to engage visitors and influence their behaviour for the benefit of Ireland's natural environment and local communities.

https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/5_Cultural_Tourism/Heritage_Interpretation_Manual.pdf

EL

By virtue of Law 4875/2021 (G.G. A' 250), Greece has introduced a new governance framework concerning the establishment of Destination Management and Marketing Organizations (DMMOs) at both a regional and municipal level, aiming at the efficient and effective management of the individual destination, the facilitation of cooperation among the various authorities and co-competent bodies as well as at the formation of a quality, diversified, competitive and sustainable tourist product. In this context, the Ministry of Tourism is currently implementing an RRF-funded project (SUB1: Destination Management) with view to providing Regions and Municipalities with incentives to activate respective DMMOs. More specifically, said project comprises the financing of a) the necessary studies for the establishment and operation of DMMOs, and b) the design and development of the National Observatory of Sustainable Tourism Development with a provision for interoperability with the Regional Observatories (existing or under establishment) as well as with existing data providing platforms. Both subprojects are implemented through public contracts and are to be concluded by December 2025.

Moreover, the Ministry of Tourism has been collaborating with the OECD and the European Commission (DG GROW), within the context of the Technical Support Instrument (TSI) "Support to Greece's tourism ecosystem: towards a more sustainable, resilient and digital tourism", with the intent of receiving guidelines concerning the strengthening of destination management and marketing strictures (DMMOs) in Greece (TSI, Output 4). The TSI final Note has been submitted in July 2024, proposing legislative reforms and administrative initiatives aiming at DMMO efficiency improvement. The Ministry has already adopted the guideline with regard to the reinforcement of cooperation among private- and public sector stakeholders by incorporating in a new Law a specific provision on the operation of a Special Tourism Committee, thus foreseeing the participation of organizations and experts in destination management.

ES

Somiedo Tourism Sustainability Plan (TSP): During the last G20 summit, the World Tourism Organization (UNWTO), presented a document with the best success stories in sustainable tourism of each participating country. In the case of Spain, the Somiedo Tourism Sustainability Plan was referred as an example to follow, emphasizing that it represents “an opportunity to improve the sustainability of Somiedo as a specialized tourist destination and increase the profitability of its tourist experiences”. Somiedo TSP has three priority objectives: to protect Somiedo's natural and heritage resources, to consolidate the sustainable tourism model to offer the best profitable ecotourism experience, and to strengthen local management and participation of the destination.
<https://www.elcomercio.es/asturias/occidente/plan-sostenibilidad-somiedo-20221211000955-ntvo.html>

<https://www.unwto.org/news/unwto-at-g20-putting-people-and-msmes-at-centre-of-recovery>

AT

The association of tourism destinations is called “Destination Network Austria” (dna). One of the main purposes is to improve the exchange of knowledge and experiences in destination management. More information here: <https://www.dna-tourismus.at/>. One recent example for the development of sustainable destination management strategies is the federal state of Tyrol. Based on its tourism strategy “The Tyrolean Way” of 2021, Tyrol has amended its tourism act to incorporate sustainability in all its dimensions as primary target for all tourism associations in Tyrol. The amended law also particularly refers to the needs of the local population and land use. In order to ensure its implementation, the 34 tourism associations in Tyrol each require a sustainability coordinator.
<https://www.tirolwerbung.at/tiroler-tourismus/tourismusstrategie>

<https://www.ris.bka.gv.at/GeltendeFassung.wxe?Abfrage=LrT&Gesetzesnummer=20000163>

RO

The general objective of the National Strategy for the Development of Ecotourism – context, vision and objectives – 2019-2029, approved by the Government Decision 358/2019 consists in creating the conditions for the development of ecotourism at the level of natural protected areas and in their vicinity, by developing a network of recognized ecotourism destinations and by creating competitive ecotourism products on a national and international level.

Based on this strategy, the Ministry of Economy Entrepreneurship and Tourism (MEET), together with other institutions and organisations from Romania, such as the Ministry of Environment, Waters and Forests, the National Institute for Research and Development in Tourism and the Ecotourism Association of Romania, developed a system to evaluate ecotourism destinations in Romania, based on the Global Criteria for Sustainable Tourism (GSTC) and the European Ecotourism Standard (EETLS). To date, six tourism destinations have received this recognition.

FI

Visit Finland is in progress of developing destination-level CO2 measurement model, which is currently being piloted with one DMO. Please read about destination-level CO2-measurement project on page 20: State of Sustainable Tourism 2023 ([visitfinland.fi](https://www.visitfinland.fi)). In addition, Visit Finland is adding destination level sustainability coaching to Visit Finland Academy later in year 2024, which includes CO2 measurement. There’s no public information available on this yet, but the ongoing project includes 3 educational modules for destinations on sustainability, safety and resiliency.
<https://www.visitfinland.fi/49d3e7/globalassets/visitfinland.fi/vf-julkaisut/2024/state-of-sustainable-tourism-2023.pdf>

e) Supporting collaborative destination governance models

CZ

The establishment and activity of the DMO is governed by a voluntary technical standard called the DMO Categorization (<https://www.czechtourism.cz/cs-CZ/Marketingove-aktivity/Destinacni-management/Destinacni-management/Certifikace-organizaci-destinacniho-managementu>). As part of the categorization, for example, the structure of the members of regional DMOs is modified, min. number of partners (explicitly stated min. required number of partners from the municipal sector, entrepreneurs, NGOs), minimal involvement of entrepreneurs in the governing structures of the organization as well as the obligation to establish a so-called 3-C platform (coordination, cooperation, communication), in which representatives of the public, non-profit, private sector and possibly residents must be represented.

EE

Our greatest challenge has been and still is how to transform all our local strengths into network-driven regional flagship products (as flagship products for the DMOs) targeted towards the international market, because we need to be visible for foreign tourists. From spring 2024 we've moved from 40 micro tourism organizations to 7 DMOs. We're focusing on organizing and working together based on tourist destinations rather than local government units; we're working towards thematic region-specific products, Self-sustained and self-financed DMOs; functioning as centres of excellence on the basis of sustainability.

IE

The Shared Island Tourism Brand Collaboration Project

The Shared Island Tourism Brand Collaboration Project is a new all-island tourism brand collaboration and marketing initiative based on a proposal developed by Fáilte Ireland, Tourism Northern Ireland, and Tourism Ireland. Its vision is to enhance the visitor's journey by bringing together the Wild Atlantic Way in the Republic of Ireland and the Causeway Coastal Route in Northern Ireland, to develop and establish international stand-out tourism products and visitor experiences on an all-island basis, and to improve the performance and impact of tourism to the island of Ireland.

The Shared Island Tourism Brand Collaboration Project aims to create synergies between the two iconic touring routes and bring benefits to the areas located within the hinterlands of each by bringing new opportunities that create lasting tourism impact and economic benefit.

The Shared Island Tourism Brand Collaboration Project is aimed at increasing the profile of the island of Ireland in the international marketplace by increasing visitor numbers and their expenditure, whilst encouraging development that remains sensitive to the natural environment.

Shared Island Initiative

The Shared Island Initiative is a whole of Government priority to engage with all communities and political traditions to build consensus around a shared future on the island, underpinned by the Good Friday Agreement. It is backed by the Government's Shared Island Fund, with at least €1 billion out to 2030 ring-fenced for delivery of all-island investment commitments and objectives in the Programme for Government and revised National Development Plan 2021-30 and informed by a programme of engagement with people across the island through the Shared Island Dialogue series and a

comprehensive policy research programme, which provides a stronger evidence base and analysis of the island of Ireland across a range of economic, environmental and social areas.

HR

Regarding to the climate friendly tourism, the Ministry of Tourism and Sport signed the Agreement with the Croatian Mountaineering Association on long-term cooperation related to the development of mountain infrastructure in the function of tourism in 2022. In 2023, the Ministry of Tourism and Sport and Croatian Mountaineering Association signed the 2nd Agreement on the development and arrangement of the mountaineering infrastructure in the function of tourism in the total value of 398.200,00 EUR. Through the continuation of the project, more than 800 km hiking trails and 12 mountaineering objects (mainly shelters) will be renovated. Also, in 2023., the Ministry of Tourism and Sport announced a tender for climbing infrastructure and cofounded one project of renovation and equipment of the climbing infrastructure.

<https://www.hps.hr/vijesti/24565/projekt-sigurna-i-odrziva-planinarska-infrastruktura-2022-2023/>

<https://www.hps.hr/vijesti/24735/ulaganja-u-planinarsku-infrastrukturu/>

<https://mints.gov.hr/eturizam/>

<https://mint.gov.hr/vijesti/23333>

ES

The Smart Tourism Destination Programme is promoted by the Spanish State Secretariat for Tourism (SETUR) and managed by the State Society for the Management of Innovation and Tourism Technologies (SEGITTUR). The programme is devoted to help make tourist destinations more competitive and improve the quality of their resident's life by focusing on five key areas of action: governance, innovation, technology, sustainability and accessibility. Link:

<https://www.destinosinteligentes.es/en/>

The creation of the Smart Tourism Destinations Network in February 2019 provided a strategic boost that now serves as a catalyst to consolidate the Smart Tourism Destinations Programme and as a key instrument to ensure Spain's leadership in the design and implementation of public tourism policies at local level. The Smart Tourism Destinations Network is a meeting point and support tool for destinations in their transformation process towards a smart, digital management model and more sustainable tourism development. It is a key action in generating added value for destinations and for monitoring projects following a diagnosis, to promote cohesion, the exchange of good practices and the unlocking of synergies between destinations.

AT

Climate and Energy Tourism Model Regions:

Two Climate and Energy Tourism Model Regions were established in Austria (Carinthia: Nassfeld-Lesachtal-Weissensee; Salzburg: Zell am See/Kaprun) and supported with around 1 million Euro each. The aim is to increase energy efficiency, have more sustainable enterprises and improve sustainable mobility. The project shall generate spill-over effects on other regions that aim at more climate-friendly tourism.

More

information:

<https://www.klimaundenergiemodellregionen.at/service/newsletter/newsletter-022021/kem-tourismus-nachhaltig-auf-urlaub/>

Austrian Eco-Label for tourism destinations:

In 2022, Austria created a new ecolabel for tourism destinations to accelerate the green transition, improve regional value chains and respond to the increased demand for sustainable holidays. The ecolabel is targeted at tourism destinations at the regional level and not at the operational level (e.g. locations such as resorts, amusement parks). A key requirement is the co-operation of tourism management with political actors and tourism businesses of the destination as well as sufficient financial, personnel and time resources for implementation. The ecolabel criteria were developed in a comprehensive discussion process with relevant stakeholders and experts from the tourism sector, including 19 pilot destinations, and is based on the European Tourism Indicator System and the internationally recognised criteria of the Global Sustainable Tourism Council. The label comprises a comprehensive set of 63 mandatory and 56 optional criteria, the latter based on a scoring system with a minimum number of points to be achieved at the time the application is submitted. The criteria cover the following areas:

- Management (sustainability strategy and mission statement, planning and development, offers and advertising, partner commitment)
- Socio-economic impact (regional economy and infrastructure, education and work, diversity and accessibility, fair trade)
- Environmental protection (climate protection and climate change adaptation; nature conservation and biodiversity, landscape protection; energy; water, waste, air, noise, light)
- Mobility (connectivity arrival/departure, mobility on site, cooperation and offers)
- Culture (cultural assets and intangible heritage, traditional and contemporary culture, visitor management)

As of November 2024, there are five destinations in Austria that have already been awarded with the Eco-Label for Tourism Destinations (Wagrain-Kleinarl, Saalfelden-Leogang, Seefeld, NLW – Nassfeld-Preseggger See /Lesachtal/Weissensee, Kufsteinerland).

<https://www.umweltzeichen.at/de/tourismus/destinationen>

Guide Find The Right Balance:

In Austria, the new guide “Find the Right Balance” by the Federal Ministry of Labour and Economy supports regional decision-makers to deal with imbalances in tourism and is supported by a funding call to develop tailor-made concepts to address the challenges of impacted regions.

https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/nachhaltige-entwicklung/unbalanced_tourism.html

PL

Created in 2019 by the Ministry of Sport and Tourism in cooperation with the Polish Tourism Organisation (PTO), the Polish Tourism Brands Project aims to create a catalogue of the most attractive Polish regions (so-called tourist regions) and tourist routes, which will be professionally managed and promoted as part of coherent marketing activities. Managers of the awarded territorial brands will receive advisory and expert support from the POT, as well as assistance in preparing and positioning high-quality promotional materials at home and abroad. The package includes, among others, a reduced cost of participation in trade fairs and exhibitions and promotional events, production of promotional materials, organisation of study tours for entrepreneurs and potential contractors and journalists.

In the 2023 edition, the title of Polish Tourism Brand was awarded to: Sopot, Roztocze, the Land of the Upper Oder. Detailed information on the winners of all previous editions can be found at: <https://www.polskiemarkiturystyczne.gov.pl/>.

Examples of good practices in destination management are the Polish Tourist Brand - Poznań managed by the Poznań Tourist Organisation <https://visitpoznan.pl/> and the Polish Tourist Brand enoTarnowskie managed by the Tarnów Tourist Organisation <https://enotarnowskie.pl/>.

Moreover the PTO cooperates with Regional and Local Tourism Organisations in order to increase interest in Polish cities, regions and tourism products among domestic and foreign tourists. The cooperation includes seminars, training sessions and promotional events.

<https://www.pot.gov.pl/pl/o-pot/wspolpraca-z-regionami/regionalne-organizacje-turystyczne>

<https://www.pot.gov.pl/pl/o-pot/wspolpraca-z-regionami/lokalne-organizacje-turystyczne>

As part of the above cooperation, the Forum of Regional Tourist Organisations, which brings together 16 provincial organisations to monitor and stimulate the development of tourism throughout the country, operates. The aim of the Forum is to actively support and coordinate the activities of the Regional Tourist Organisations.

<https://www.pot.gov.pl/pl/o-pot/wspolpraca-z-regionami/regionalne-organizacje-turystyczne>

<https://www.pot.gov.pl/pl/o-pot/wspolpraca-z-regionami/lokalne-organizacje-turystyczne>

The PTO cooperates with the Inbound Tourism Forum, which is an informal organisation grouping Polish travel agencies operating in inbound tourism. Its aim is to cooperate in promoting Poland on foreign markets as a country with great tourism potential.

PT

The Tourism Strategy 2027 defines that Portugal should position itself as one of the most competitive and sustainable destinations in the world.

In this context, the sustainability of tourist destinations is an absolute priority of tourism policy in Portugal.

The creation of sustainability observatories in the various regions, which allow for in-depth knowledge of the impacts of the activity on the territory and greater efficiency in the planning and management of destinations is one of the strategic objectives of Turismo de Portugal, aiming at affirming Portugal as an international leader in sustainability issues.

In this context, in January 2018 the Alentejo Sustainable Tourism Observatory (ASTO) was recognized within the international network of the UNWTO (INSTO) and in January 2020, on the occasion of FITUR, two more observatories were recognized - the Tourism Observatory of the Azores and the Regional Observatory for Sustainable Tourism in the Algarve (ORTSA).

As such, Portugal already has three observatories in the network of Observatories of the UNWTO, which already integrates projects from Spain, Croatia, Greece and Italy at European level.

On the other hand, the regional DMOs are in themselves an example of collaborative development of destinations, as they are public law associations, which integrate the private sector, other relevant public entities and other tourism stakeholders, guaranteeing a regional alignment in terms of tourism development priorities.

Regarding external promotion, Portugal developed in 2003 a virtuous public-private partnership model through regional private tourism promotion agencies, which integrate the regional DMOs and companies that collaborate to promote destinations abroad, in close partnership with Turismo de Portugal.

DESTINATION GREEN KARST

The region's development orientation is also demonstrated through the Green Karst brand. The brand represents the vision and values of the region, based on the preservation of the environment and traditions and a wise choice for the future towards sustainable development.

The region has therefore been focusing on sustainable development over the last decade, with the following development guidelines:

- Restructuring the economy to reduce the environmental footprint of so-called mature technologies or industries and services, and creating new green jobs;
- Promoting measures for the social cohesion of the population, including measures to integrate vulnerable groups in work and life and taking into account the principles of intergenerational cooperation;
- Promoting measures for sustainable management and governance of natural resources, in particular Slovenia's strategic resources (water and wood - increasing added value in the forest-wood chain, industrial symbiosis, closing material loopholes);
- Increasing the competitiveness of forestry and the timber industry (more efficient forest management, revitalisation of the timber processing industry, preservation of CO₂ sinks);
- Developing responsible tourism, especially in protected and Natura 2000 areas and in rural areas, investing in green infrastructure and nature conservation measures (promoting the creation of local supply chains for tourism);
- Investing in environmental infrastructure (safe drinking water supply, wastewater infrastructure, flood safety, drought, waste management infrastructure, rehabilitation of environmentally degraded areas);
- Security of energy supply by increasing energy efficiency and achieving the highest share of RES use in the EU, a functioning system for developing, financing and implementing energy efficiency investments (energy renovation of public and private buildings and refurbishment of public lighting systems, contracting of savings, technological renovation to increase energy efficiency of enterprises, energy distribution infrastructure);
- Increasing the share of local self-sufficiency and improving the competitiveness of the food processing industry;
- Promoting the diversification of rural activities based on the exploitation of the endogenous resources of the local environment (timber, natural and cultural heritage). The Primorsko-notranjska region implements the described developmental principles also through its own brand, the Green Karst. The brand presents the vision and values of the region, which are based on the preservation of environment and tradition, and on the decision for the future directed towards sustainable development.

THE GREEN KARST BRAND <https://www.rra-zk.si/en/green-karst/>

Green Karst is a brand of the Primorsko-notranjska Region and is the result of the cooperation between the municipalities of Bloke, Cerknica, Ilirska Bistrica, Loška dolina, Pivka and Postojna. The brand can be used to promote the municipalities and the geographical region, and to promote or market

products and services created in the geographical area of the brand. The brand showcases the focus on sustainable development, maintaining a healthy environment, respecting tradition and promoting education and cooperation. The name directly emphasises the key feature of this area – the green karst world. It represents a karst area which is green (wooded) and, therefore, unique in Slovenia. This is why the word “karst” is written in lower case (in Slovenian) as it does not represent the region called Karst, but rather the karst features of the landscape. Therefore, the name most appropriately describes the natural and cultural features and advantages of the region and, at the same time, expresses the region’s development concept, which follows the principles of sustainable development.

The logo simultaneously expresses two aspects of the name Green Karst. The green colour is the symbol of nature, whereas blue is the symbol of wisdom and, indirectly, of development. The “green” element is represented by the upper brushstroke, while the “karst” is represented with the motif of water which shapes the limestone and represents the variety of geological features and the creation of karst phenomena. Since water has shaped the typical world underneath the surface, the blue colour is placed underneath the green. The logo is designed to indicate the intertwinement of the karst world above and below the surface.

FI

Together with industry stakeholders, Visit Finland has launched tools for DMOs to obtain comparable, reportable destination level data. Citizen and visitor survey tools, that create comparable data, are also available for DMOs. In addition, Visit Finland has improved their sustainability statistics by adding destination activeness in terms of business network size and number of national Sustainable Travel Finland labelled businesses by destination. This allows destinations a better comparability, transparency and benchmarking, and also draws a picture of the actual size of the tourism industry measured by number of active tourism businesses. Moreover, in the same dash-board Visit Finland has recently added a destination filtering, which allows examination of businesses’ sustainability performance on destination level.

<https://www.visitfinland.fi/liiketoiminnan-kehittaminen/kyselytyokalut-alueorganisaatioille>

<https://www.visitfinland.fi/suomen-matkailudata/sustainable-travel-finland-tilastot>

f) Supporting multimodal mobility

DE

Machine translation:

The Deutschlandticket, which has been valid since 1 May 2023, makes it possible to use local public transport (Public Transport) throughout Germany, i.e. local transport trains, buses as well as road, urban and underground trains. The Deutschlandticket is a basically digital offer, which is available via app or by smart card.

The Deutschlandticket is available to customers by subscription. The Federal Government and the Länder provide financial resources for the financing of the ticket. For example, between 2023 and 2025, the Federal Government will make EUR 1.5 billion available annually to offset losses. The countries participate at the same level.

The Deutschlandticket is thus an important contribution to making mobility easier, more attractive, more affordable and more environmentally friendly.

Original text:

Das seit 1. Mai 2023 gültige Deutschlandticket ermöglicht es, deutschlandweit den Öffentlichen Personennahverkehr (ÖPNV), d. h. Züge des Nahverkehrs, Busse sowie Straßen-, Stadt- und U-Bahnen zu nutzen. Beim Deutschlandticket handelt es sich um ein grundsätzlich digitales Angebot, welches per App oder mittels Chipkarte zur Verfügung steht.

Das Deutschlandticket ist für Kundinnen und Kunden im Abonnement erhältlich. Für die Finanzierung des Tickets stellen der Bund und die Länder finanzielle Mittel bereit. So stellt der Bund in den Jahren 2023 bis 2025 jährlich 1,5 Mrd. Euro als Verlustausgleich zur Verfügung. Die Länder beteiligen sich in gleicher Höhe.

Das Deutschlandticket ist somit ein wichtiger Beitrag, Mobilität einfacher, attraktiver, erschwinglicher und umweltfreundlicher zu gestalten.

<https://www.bundesregierung.de/breg-de/aktuelles/deutschlandticket-2134074>

Machine translation:

The federal funding program "Model projects to strengthen public transport" is also intended to contribute to increasing the attractiveness of public transport and thus to achieving the climate targets. Under the first call for funding, 12 projects will receive a total of around EUR 200 million by the end of 2024.

A second call for funding with a total funding amount of EUR 150 million in the period up to 2025 focuses on rural areas.

Original text:

Auch das Förderprogramm des Bundes „Modellprojekte zur Stärkung des ÖPNV“ soll zur Erhöhung der Attraktivität des ÖPNV und damit zur Erreichung der Klimaziele beitragen. Im Rahmen des ersten Förderaufrufs werden zwölf Projekte bis Ende 2024 mit insgesamt rd. 200 Mio. Euro gefördert

Ein zweiter Förderaufruf mit einer Fördersumme von insgesamt 150 Mio. Euro im Zeitraum bis 2025 legt einen Schwerpunkt auf den ländlichen Raum.

<https://bmdv.bund.de/SharedDocs/DE/Artikel/G/oeffentlicher-personenverkehr-foerderung.html>

<https://bmdv.bund.de/SharedDocs/DE/Artikel/G/modellprojekte-nahverkehr.html>

<https://bmdv.bund.de/SharedDocs/DE/Artikel/G/modellprojekte-nahverkehr-zweiter-foerderung.html>

Machine translation:

In recent years, the German National Tourist Board (DZT) has increasingly taken climate protection into account in tourism advertising. Environmental and climate friendliness are already among the brand strengths of the travel destination Germany abroad. The visibility of sustainable offers in particular socially and ecologically should be further increased by means of suitable impressions in order to use this location advantage in the competition of international destinations for incoming tourism. As part of its campaigns, the DZT is working to put more emphasis on the more CO2-efficient means of transport, such as rail and bus, for travel to Germany and for mobility within the country. Specifically, the DZT promotes the possibilities of low-emission travel to/from and within Germany, intensifies and expands marketing relationships with European railway companies and promotes a longer stay in

Germany in overseas markets. With the dashboard 'Sustainable Travel Trends to Germany', the DZT offers its partners in the B2B sector, among other things, information on the types of journeys and the emissions caused.

Original text:

Die Deutsche Zentrale für Tourismus (DZT) berücksichtigt in den letzten Jahren verstärkt das Thema Klimaschutz in der Tourismuswerbung. Umwelt- und Klimafreundlichkeit gehören bereits jetzt schon zu den Markenstärken des Reiselandes Deutschland im Ausland. Die Sichtbarkeit nachhaltiger Angebote insbesondere sozial und ökologisch soll mittels geeigneter Impressionen weiter erhöht werden, um diesen Standortvorteil im Wettbewerb der internationalen Destinationen für den Incoming-Tourismus zu nutzen. Die DZT wirkt im Rahmen ihrer Kampagnen darauf hin, die CO₂-sparsameren Beförderungsmittel wie Bahn und Bus für die Anreise nach Deutschland sowie für die Mobilität innerhalb des Landes stärker in den Vordergrund zu rücken. Konkret bewirbt die DZT die Möglichkeiten des emissionsarmen Reisens von/nach und innerhalb Deutschlands, intensiviert Marketingbeziehungen mit europäischen Bahnunternehmen und baut diese aus und sie wirbt in den Überseemärkten für eine längere Aufenthaltsdauer in Deutschland. Mit dem Dashboard „Sustainable Travel Trends to Germany“ bietet die DZT für ihre Partner im B2B-Bereich unter anderem Informationen zu den Reisearten und den verursachten Emissionen an.

<https://www.germany.travel/>

IE

Goal 3 of Ireland's National Sustainable Mobility Policy aims to expand the availability of sustainable mobility in metropolitan areas, including bike share schemes to reduce reliance on private cars for shorter journeys and facilitate multimodal journeys. To this end, Ireland is developing a new National Policy.

MT

Integrating ferry services into public transport in Malta has been a key focus for improving mobility and connectivity across the islands, connecting Sliema, Valletta and the Three Cities. The ferry services are free of charge for Tallinja users (<https://www.publictransport.com.mt>). These services complement the fast ferry service from Valletta to Gozo. Two new bus routes were launched, offering fast ferry passengers departing from Gozo a seamless travel experience upon their arrival in Valletta, linking passengers to bus stops close to important points of interest, such as the Junior College, the University of Malta, and Mater Dei Hospital.

AT

The Federal Ministry of Labour and Economy supports the implementation of sustainable mobility concepts, including multimodal mobility, by organising yearly tourism mobility days (since 2014) showing good practice examples and by meetings of the tourism mobility platform – an exchange format bringing together the responsible stakeholders from the tourism and the mobility sector, discussing challenges, ways of cooperation and successful strategies. It has also produced guidelines for tourism destinations on how to improve sustainable mobility in the destination. <https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/tourismusmobilitaet/trends.html>

In 2021, Austria (Ministry of Climate Action and Ministry of Labour and Economy) launched the THE PEP Partnership on Sustainable Tourism Mobility. It brings together the relevant national stakeholders responsible for mobility, climate action and tourism in a European platform in order to further promote

the development of sustainable tourism mobility of the pan-European region. In November 2024, the partnership provided an inspiration document comprising recommendations and best practice in seven fields of actions which shall enable countries to boost sustainable tourism mobility on national and regional level. More information: <https://thepep.unece.org/partnership-sustainable-tourism-mobility>; Inspiration guide: https://www.bmk.gv.at/dam/jcr:7846ed96-7c61-4b6d-a743-0be34cf88126/BMK_Sustainable_Mobility_in_Tourism_AT_UA.pdf

The federal state of Salzburg will introduce – from 1 May 2025 – a mobility tax for tourists, which will be charged on every overnight stay. In return, guests will be able to use all public transport in Salzburg for free. In its initial phase until 2027, the tax will amount to 0.50 Euro and afterwards 1.10 Euro per day. The income from the mobility tax will be used to improve the (touristic) public mobility offer (e.g. better connections, new lines). <https://salzburg-verkehr.at/salzburg-fuehrt-das-oeffi-gaeste-ticket-ein/>

SI

Multimodal route planner: will operate on the basis of the implementation of the »Local Journey Planner« (LJP) system in accordance with CEN/TC 278 technical specification »Public transport – Open API for distributed journey planning«. It will cover the field of public transport IJPP (bus and rail passenger transport), and will also include alternatives for bicycle and walking, including P+R support (park and ride) and will be available to end users.

Further developments of the multimodal services will take place by improving the operational services in production (Transmodel, NeTeX, SIRI, OpenAPI, JP, IJPP) and by expanding support and connections with other regional hubs (LinkingDaunube, LinkingAlps) and regional route planners. Development will also take place through the coordination of operational and planned multimodal solutions (ITxPT) and the validation of implementations of information services based on standards (Data4PT). Gradually, more modern forms of mobility will be included (e.g. transport on demand), support for alternative forms of mobility and support for mobility for vulnerable groups (elderly, disabled). <https://ncup.si/en/multimodal>

FI

For instance, in March 2024, Visit Finland conducted a research on alternative & low carbon accessibility to Finland, to draw a picture of current state of transport options to and from Finland should aviation not be an option. <https://www.visitfinland.fi/ajankohtaista/tiedotteet/2024/suomen-saavutettavuus-ilman-lentamista-63-tuntia-madridista-38-tuntia-pariisista>

Shared best practices on green transition

a) Sustainable urban mobility plans including visitor perspective

CZ

The issue of sustainable mobility is dealt with in Czechia through the Ministry of Transport, which also issues a methodology for processing SUMP

([https://www.mdcr.cz/Dokumenty/Strategie/Mobilita/Udrzitelna-mestska-mobilita-\(SUMP\)](https://www.mdcr.cz/Dokumenty/Strategie/Mobilita/Udrzitelna-mestska-mobilita-(SUMP))). Further information can be found, for example, on the website of the Urban Mobility Academy (<https://www.akademiamobility.cz/sump-20>).

DE

Machine translation:

The Federal Government supports municipalities in drawing up or updating sustainable urban mobility plans and in implementing accompanying measures.

Original text:

Der Bund unterstützt die Kommunen bei der Erstellung bzw. Fortschreibung nachhaltiger urbaner Mobilitätspläne sowie bei der Durchführung begleitender Maßnahmen.

<https://bmdv.bund.de/SharedDocs/DE/Pressemitteilungen/2024/049-wissing-stellt-unterstuetzungsprogramm-fuer-nachhaltige-mobilitaetsplanung-in-kommunen-vor.html>

<https://nachhaltig-mobil-planen.de>

IE

The Department of Transport published The National Sustainable Mobility Policy in April 2022. This policy includes 91 actions supporting behavioural change through a wide range of interventions including, among other things, public transport infrastructure and services, active travel promotion and supports, road safety initiatives, legislative measures, research, and public engagement. It provides an opportunity to change daily travel choices by making it easier for people to travel by more sustainable modes – be that walking, cycling or public transport. The Policy aims to support this modal shift between now and 2030, through infrastructure and service improvements, as well as demand management and behavioural change measures. This is with a view to encouraging healthier mobility choices, relieving traffic congestion, improving urban environments and helping to tackle the climate crisis.

www.gov.ie/pdf/?file=https://assets.gov.ie/220939/15aab892-f189-4ab6-8448-0c886176faac.pdf#page=null

ES

State Bicycle Strategy: The State Secretariat for Tourism has participated in the preparation of the State Bicycle Strategy being implemented by the Ministry of Transport, Mobility and Urban Agenda. <https://esmovilidad.transportes.gob.es/estrategia-estatal-por-la-bicicleta>

LU

Free public transport all across the company (for residents and visitors alike).

AT

The City of Vienna is committed to providing all of its residents and visitors with sustainable mobility offers. The Smart Climate City Strategy Vienna, as well as the Vienna Climate Guide (both adopted by the City Council in 2022), set ambitious goals for the reduction of greenhouse gas emissions and the rise of climate-neutral mobility. By 2040, the city wants to reduce its carbon emissions to net zero, with a 50 % reduction by 2030 being an important milestone in this transition. On the other hand, the share of trips taken with sustainable means of transportation (active travel, public transportation, shared mobility etc.) is intended to rise to 85 % by 2030 and even increase further by 2050. Various measures to achieve this shift will be found in strategic key documents like the new Urban Development Plan (“STEP 2035”), which will be released in late 2024, and the pedestrian traffic master plans at district level. In addition, an “E-Mobility Implementation Plan” (currently under development) is intended to provide the structural analysis and data basis for a switch to fossil-free mobility and a ramp-up of

electro mobility in Vienna. More information: Smart Climate City Strategy - Smart City Wien (Website) www.smartcity.wien.gv.at/wp-content/uploads/sites/3/2022/05/scwr_klima_2022_web-EN.pdf (document)

<https://www.digital.wienbibliothek.at/wbrup/download/pdf/4047968?originalFilename=true>

PL

The PTO carries out promotional activities in cooperation with local tourism organisations in metropolitan areas that are included in sustainable urban mobility measures.

As part of the integration of tourist transport services, the organisational process of cooperation between different transport operators offering different modes, such as the network and infrastructure, fares and ticketing systems, is included in the metropolitan cities' projects. The result is an overall improvement in the quality of public transport services. This is achieved through joint mobility planning by municipalities in urban functional areas, i.e. the development of a SUMP (Sustainable Urban Mobility Plan) or equivalent document (depending on the size of the core city). This is achieved through joint mobility planning by municipalities in urban functional areas, i.e. the development of a SUMP (Sustainable Urban Mobility Plan) or equivalent document (depending on the size of the core city).

34 functional areas in Poland have Sustainable Urban Mobility Plans.

<https://www.gov.pl/web/infrastruktura/plany-zrownowazonej-mobilnosci-miejskiej-sump2>

Example in Poland UMP for the Gdańsk-Gdynia-Sopot Metropolitan Area:

<https://www.metropoliagdansk.pl/sump>

Other examples include:

<https://omw.um.warszawa.pl/plan-zrownowazonej-mobilnosci-miejskiej-sump;>

<https://www.poznan.pl/mim/komunikacja/-.p,47184,60593.html>

SI

Bohinj: an Alpine pearl

Bohinj is one of the leading Alpine municipalities in Slovenia in the field of sustainable mobility. We are a member of the Alpine Pearls, which promotes sustainable mobility as part of the added value in tourism. We are also a holder of the platinum Slovenia Green label, part of a scheme that brings together destinations committed to sustainable tourism development.

Our aim is to make transport friendly to nature and people, to provide a good quality of life for local people and to contribute to the development of responsible tourism.

Bohinj faces specific mobility needs, mainly due to the highly seasonal nature of tourism. In peak seasons, transport infrastructure often seems inadequate to cope with traffic demand. On the other hand, major infrastructure projects that can cope with these high loads in the short peaks often turn out to be severely oversized for the rest of the year, and they represent major interventions in a sensitive Alpine space, on top of being very expensive.

That's why Bohinj decided a few years ago to move in the direction of finding different forms of sustainable mobility, based on a more modern approach to transport demand that seeks to make the best use of existing infrastructure, support public passenger transport and find innovative ways of

mobility. We advocate and work on a dispersed parking system, optimising public transport and promoting alternative forms of mobility (cycling, walking).

<https://promet.bohinj.si/en/sustainable-mobility>

b) Improving attractiveness of railways for visitors

CZ

To support the preference for train transport, a number of investment and non-investment activities are implemented, such as increasing the quality of cars (min. quality requirements within the framework of competitions), infrastructure development (modernization of tracks and stations), introduction of ETCS, integration of regional lines into regional transport systems. Follow-up acceleration of arrival times, or implementation of campaigns to support train travel. In the Czech Republic, the development of the concept of so-called fast connections (lines enabling high transport speed) is being developed, which will also include so-called high-speed lines (<https://vrtky.cz/>), sections of ordinary conventional lines and sections of high-speed lines will be used by the accelerated train. Increasing the quality of the railway infrastructure following public competition and investment activities leads to an increase in preferences for rail transport by residents and visitors.

Regional train connections are provided by individual regions as part of the so-called Public Service (financing 70% region, 30% state). Supraregional and international train connections are ordered by the state through the Ministry of Transport. In the case of international transport, direct train connections to the capitals of neighboring states and large cities and subsequently to the whole of Europe. Close cooperation in the case of cross-border train transport with use for residents and visitors.

The selection of railway carriers for regional and long-distance transport in Czechia is based on public tenders.

A number of DMOs present the possibility of traveling by public transport within the destination on their websites. CzT also mentions the possibility of using public transport as an alternative to traveling to and within Czechia.

DE

Machine translation:

The target image for the rail of the future is the German cycle. It creates the conditions for better networking between urban centres and regions.

The German cycle marks a fundamental paradigm shift in the planning and implementation of rail infrastructure projects in Germany. For the first time, infrastructure planning follows a clearly defined target roadmap. The European dimension has been considered from the outset.

The implementation of the German tact is carried out in expansion steps. For example, by commissioning further infrastructure measures from the mid-2020s, long-distance trains will connect the major German cities every 30 minutes. With more capacity in the network and optimized connections in interchange stations, this also brings better connections to the suburban and rural regions.

Original text:

Das Zielbild für die Schiene der Zukunft ist der Deutschlandtakt. Er schafft die Voraussetzungen, um Ballungszentren und Regionen besser miteinander zu vernetzen.

Der Deutschlandtakt markiert hierbei einen fundamentalen Paradigmenwechsel in der Planung und Umsetzung von Bahninfrastrukturprojekten in Deutschland. Erstmals folgt die Infrastrukturplanung einem klar definierten Zielfahrplan. Die europäische Dimension wird dabei von Anfang an mitgedacht.

Die Umsetzung des Deutschlandtakts erfolgt in Ausbausritten. So sollen zum Beispiel durch die Inbetriebnahme weiterer Infrastrukturmaßnahmen ab Mitte der 2020er Jahre Fernzüge die großen deutschen Metropolen alle 30 Minuten miteinander verbinden. Durch mehr Kapazitäten im Netz und optimierte Anschlüsse in Umsteigebahnhöfen bringt das auch bessere Verbindungen in die suburbanen und ländlichen Regionen.

<https://www.deutschlandtakt.de/konzept/>

IE

The National Sustainable Mobility Policy sets out a strategic framework to 2030 for active travel (walking and cycling) and public transport journeys to help Ireland meet its climate obligations. It is accompanied by an action plan to 2025, which contains actions to improve and expand sustainable mobility options across the country by providing safe, green, accessible and efficient alternatives to car journeys. It also includes demand management and behavioural change measures to manage daily travel demand more efficiently and to reduce the journeys taken by private car.

The policy aims to deliver at least 500,000 additional daily active travel and public transport journeys by 2030 and a 10% reduction in the number of kilometres driven by fossil fuelled cars. It will make it easier for people to choose walking, cycling and use public transport daily instead of having to use a petrol or diesel car.

A collaborative approach has been taken by the Department of Transport in developing the policy through public consultation and extensive stakeholder and cross-government engagement.

<https://www.gov.ie/pdf/?file=https://assets.gov.ie/220939/15aab892-f189-4ab6-8448-c886176faac.pdf#page=null>

ES

The State Secretariat for Tourism is supporting the Fundación Ferrocarriles to develop cycling tourism experiences on Spain's greenways. <https://www.ffe.es/noticias/noticia.asp?id=1851>

Local subsidies to improve bicycle-rail intermodality: <https://ffe.es/fundacion/ayudas-movilidad/>

To implement the specific item to promote bicycle use, the Ministry of Transport, Mobility and Urban Agenda is working hand in hand with the Spanish Railway Foundation to launch a line of grants to help local entities improve bicycle-rail intermodality, making access to stations and bicycle parking safer. The improvement of this intermodality is also one of the objectives of Renfe and Adif reflected in the Cercanías plans. Specifically, in the latest Renfe rolling stock tenders, it has been made compulsory to be specific space for bicycles. Adif, for its part, has launched a pilot test of secure bicycle parking at Chamartín - Clara Campoamor Station, with the aim of promoting sustainable mobility in journeys to and from railway terminals. Another of the objectives of the Strategy is the promotion of bicycle tourism through the Green Routes program, where old railway routes are recovered to create sustainable connection itineraries between rural environments and offer them as an attractive and sustainable rural tourism option.

AT

The Austrian Railways (ÖBB) is working actively on improving sustainable mobility and works closely with tourism destinations in Austria. Its 360° concept has a focus on establishing local mobility concepts enabling a sustainable “first mile” and “last mile” and door-to-door offers in cooperation with mobility providers, tourism organisations, accommodation providers and mayors of cities and villages. In addition, the “wegfinder for Business” app enables enterprises to facilitate sustainable business travel for their employees. AIRail aims at improving the connectivity between the airport of Vienna and important cities in Austria by train. The ÖBB is also continuously extending its night train system from Austria to many destinations in Switzerland, Germany, Italy, Belgium, Netherlands, France and Croatia. <https://personenverkehr.oebb.at/de/im-fokus/oebb-360-services/oebb360>

<https://www.oebb.at/de/tickets-kundenkarten/businessreisen/oebb360>

<https://www.austrian.com/at/de/airail-zug-und-flug>

In Austria, there are by now a large number of tourism regions that are intensively engaged in the sustainable arrival and departure of their guests as well as local mobility. Examples with model function for other regions:

- Since the mid-1990s Werfenweng, a small municipality in the province Salzburg, offers a broad package on sustainable mobility offers for guests and inhabitants: environmentally friendly rail journey, supplemented by a pick-up service and the so-called Werfenweng Card. This card includes all the relevant offers and activities for guests and entitles them to use the local mobility services (e.g. the E LOIS electric local taxi, the night mobile and various electric vehicles for hire). The Werfenweng Card gives also access to these offers for guests who hand in their own car keys for the duration of the holiday.
- “Tirol auf Schiene” (“Tyrol on track”) – this project was initiated by the Tyrol Tourist Board together with the Austrian Federal Railways, the German Railways and the Swiss Federal Railways in 2013, with the aim to increase the percentage of guests travelling by train to Tyrol. Focus: joint market research, the strengthening of communication around rail travel and, in particular, the development of products and offers. The aim is not only to motivate holidaymakers to travel by train, but also to involve regions and businesses (e.g. mask for timetable enquiries and train bookings, which tourism businesses can integrate on their websites). In addition, there is the possibility for regions to hire a “mobility coach”.
- Tourist Mobility Centre Carinthia: Carinthian tourism regions have joined forces with the support of Kärnten Werbung to establish soft mobility in Carinthia and thus position themselves as a soft-mobility holiday destination. A “Bahnhofshuttle” (train station shuttle) was created throughout Carinthia as a service between the train station and accommodation. Guests and locals can book trips to businesses and excursion destinations via a booking platform. The tourist mobility centre also provides tourism businesses with free information material on sustainable travel to Carinthia for communication with guests and advises businesses, municipalities and regions on the importance of public travel and the development of local mobility offers. Strong relationships between municipalities and tourism have emerged from this initiative and provide by now important impetus in the field of smart public mobility, e.g. Nockberge – Nockmobil, a project to locally make the last mile absolutely flexible and affordable. The mobility concept in Carinthia aims to connect all available transport offers (shipping, public transport, shared taxis and much more).
- Since 1st June 2024, the Burgenland Card includes the use of public transport in Burgenland. This means that during their stay in Burgenland, guests can use all lines (bus and train) within

the province free of charge, including the Burgenland Call Taxi (BAST), a flexible transport system. The aim is to increase the number of guests traveling by public transport in Burgenland. Burgenland is the first province in Austria with that offer. The province Salzburg will follow in summer 2025.

PL

Poland's largest passenger carriers PKP Intercity and Polregio are improving the environmental impact and comfort of their journeys through successive rolling stock modernisations. On newly launched connections, it is possible to take bicycles on board.

In addition, attractive ticket offers are prepared for travellers - discounts for children, families with children, senior citizens, disabled people and their careers. Occasional campaigns are organised to enable travel by train free of charge or at a reduced fare, e.g. on Children's Day children and young people up to the age of 16 can travel on PKP trains free of charge. Parents, grandparents or guardians who plan to travel by train on 1 June can take advantage of promotions aimed at families and groups. One of these is the Cheap with Relatives offer from 2022, entitling to a 30% discount for a group of 2 to 6 people, covering travel on TLK or IC category trains. As part of the offer, it is additionally possible to take advantage of the discount under Polish legislation within the framework of the Large Family Card (for families with many children).

<https://www.intercity.pl/pl/site/o-nas/dzial-prasowy/aktualnosci/bezplatne-podroze-pociagami-pkp-intercity-w-dzien-dziecka.html>

SI

The IZLETka flat-rate ticket enables affordable travel on Saturdays, Sundays and public holidays in the Republic of Slovenia, and allows an unlimited number of journeys in 2nd class in all types of trains operating on the Slovenian Railways network.

Validity

The ticket remains valid for up to 5 days, and is limited to trips made on Saturdays, Sundays and public holidays. The ticket is not valid on working days. However, it can be used on a public holiday following the weekend, even if there are up to two working days in between. The ticket allows an unlimited number of journeys in 2nd class of all types of trains operating on the Slovenian Railways network. It can be upgraded to 1st class by paying the price difference between the two classes on board the train.

<https://potniski.sz.si/en/tickets/ticket-types/izletka-flat-rate-ticket/>

Along the Bohinj railway by motorail train

Venture on one of the most picturesque train journeys by travelling between two wonderful Alpine valleys, the Bohinj and the Soča River valleys. The Bohinj railway has been part of the Prague–Trieste rail connection for almost 120 years. Its special features include the 6,327-metre long Bohinj tunnel, considered to be the longest rail tunnel in Slovenia, and the Solkan Bridge, the world's longest stone arch rail bridge. It's possible to travel on the railway in your car. Yes, you read that right. A special motorail train operates between Bohinjska Bistrica and Most na Soči onto which you drive your car, thereby enjoying the journey in your own "private railcar". You will travel through 28 tunnels, five galleries and over 65 bridges and admire the scenic hilly landscape of the Bača Gorge and the lower section of the Soča River Valley. 10

Visit website <https://www.slovenia.info/en/stories/the-most-beautiful-train-journeys-in-slovenia>

c) Reducing environmental footprint of food services, including supply chains and food waste

CZ

Initiatives to reduce the negative impact are implemented, for example, within the framework of organizing events, such as in the case of the Rock for people festival: <https://rockforpeople.cz/cs/spolecenska-odpovednost/>

Application Nesnezeno by Munch (<https://nesnezeno.eco/>) offers a simple solution to prevent unnecessary food waste. Uneaten is a platform through which businesses sell day-of treats or treats that are nearing their expiration date. This opportunity uses also large and prestigious hotels as Hotel Hilton in Prague (<https://www.visitchef.com/novinky/1890-prazsky-hotel-hilton-zachranil-pres-1-000-porci-pred-plytvanim-diky-aplikaci-nesnezeno>).

DE

Machine translation:

With regard to the circularity of tourism services, the Federal Ministry of Food and Agriculture (BMEL) wants to focus on reducing food waste in the hospitality industry and expanding regional food value chains. In April 2021, BMEL and the out-of-home catering associations signed a target agreement to reduce food waste in this sector by 30% by 2025 and 50% by 2030.

Original text:

Mit Blick auf die Kreislauforientierung touristischer Dienstleistungen will das Bundesministerium für Ernährung und Landwirtschaft (BMEL) die Verringerung der Lebensmittelverschwendung im Gastgewerbe sowie den Ausbau regionaler Lebensmittel-Wertschöpfungsketten in den Fokus nehmen. BMEL und die Verbände der Außer-Haus-Verpflegung haben im April 2021 eine Zielvereinbarung unterschrieben, wonach Lebensmittelabfälle in diesem Sektor bis 2025 um 30 % und bis 2030 um 50 % reduziert werden sollen.

www.zugutfuerdietonne.de/strategie/kompetenzstelle-ausser-haus-verpflegung

Machine translation:

The use of regional and organically produced ingredients with a low environmental footprint contributes to reducing the environmental impact of tourism services. The promotion of regionally produced, processed and marketed goods as an element of an overall tourism concept of the BMEL aimed at sustainability in the sense of the UN Agenda 2030 is a "classic" of the promotion via the LEADER approach of the EU. The regional rural development programs of the Länder are based on co-financing from the European Agricultural Fund for Rural Development (EAFRD) and the European Maritime, Fisheries and Aquaculture Fund (EMFAF). In a bottom-up approach, the local population develops support strategies that combine the economic strengthening of the region through tourism with the goal of an ecologically optimized use of local resources.

Original text:

Die Verwendung regionaler und ökologisch erzeugter Zutaten mit geringem ökologischem Fußabdruck trägt zur Verringerung der Umweltauswirkungen touristischer Dienstleistungen bei. Die Förderung regional produzierter, verarbeiteter und vermarkteter Waren als Element einer auf Nachhaltigkeit im Sinne der UN-Agenda 2030 zielenden touristischen Gesamtkonzeption des BMEL ist ein „Klassiker“ der Förderung über den LEADER-Ansatz der EU. Grundlage sind die regionalen Entwicklungsprogramme

für den ländlichen Raum der Bundesländer unter Kofinanzierung aus dem Europäischen Landwirtschaftsfonds für die Entwicklung des ländlichen Raums (ELER) sowie des Europäischen Meeres-, Fischerei- und Aquakulturfonds (EMFAF). In einem Bottom-up Ansatz entwickelt die örtliche Bevölkerung Förderstrategien, die die ökonomische Stärkung der Region durch Tourismus sinnvoll mit dem Ziel einer ökologisch optimierten Nutzung der örtlichen Ressourcen verbindet.

www.netzwerk-laendlicher-raum.de/dorf-region/leader/

Machine translation:

In addition, the Federal Rural Development Program (BULE) has been extended to the Federal Rural Development and Regional Value Added Program (BULEplus). This specifically supports measures and initiatives to strengthen regional value creation. To this end, model and demonstration projects on innovative approaches to the processing and marketing of regional food are funded, in which out-of-home catering is one of the four topics addressed.

Original text:

Außerdem wurde das Bundesprogramm Ländliche Entwicklung (BULE) zum Bundesprogramm Ländliche Entwicklung und Regionale Wertschöpfung (BULEplus) erweitert. Damit werden gezielt Maßnahmen und Initiativen zur Stärkung regionaler Wertschöpfung unterstützt. Hierzu werden Modell- und Demonstrationsvorhaben zu innovativen Ansätzen bei der Verarbeitung und Vermarktung von regionalen Lebensmitteln gefördert, bei der die Außer-Haus-Verpflegung eines von vier angesprochenen Themenfeldern darstellt.

<https://www.bmel.de/DE/themen/laendliche-regionen/foerderung-des-laendlichen-raumes/bundesprogramm-laendliche-entwicklung/regionale-lebensmittel-buleplus>

IE

Globally Food Waste accounts for 8-10% of Greenhouse gases. It is estimated that the Irish Food service wastes over 150,000 tonnes of food a year. Irish Tourism Businesses can play their part in reducing carbon emissions, while simultaneously optimising their cost efficiencies. Fáilte Ireland has released a number of guides which guide businesses in reducing the environmental food print of food services.

<https://supports.failteireland.ie/operational-performance/minimising-food-waste/>

EL

During studies within the educational units of the Ministry of Tourism, of all levels, special emphasis is given on fostering “green culture” and on implementing on-the-job methods and policies aiming at sustainable tourism. Protection and restoration of biodiversity and ecosystems: training programs, specifically designed by competent institutions, raise the awareness of students on biodiversity issues. For instance, trainees of the “Technician in Culinary Art (Chef)” specialization are trained on using local and regional products in terms of sustainability and take part on Info Days like “Let the offspring become a parent” (on protecting and restoring marine ecosystems and resilient fisheries).

ES

Spain's Paradores de Turismo are ISO 14001 certified a recognition of our environmental management policy. All of them manage waste paper, cardboard, glass, packaging, plastics, organic waste, used cooking oil (which is removed and managed by an authorized manager for the production of biodiesel fuel), light bulbs, fluorescent bulbs, batteries, metal containers and contaminated plastics. For each type of waste, identify and implement improvement objectives and actions to reduce their quantity,

with special vigilance and control in the generation and management of waste classified as hazardous and special. At Paradores constantly raise awareness of the elimination or minimization of waste generated with customers, suppliers and employees through a Manual of Good Practices. Paradores participates in the “Corazón de corcho” project of the Vertidos Cero association to give bottle corks a second life. <https://paradores.es/es/sostenibilidad-ambiental>

HR

Project “Reduce food waste, cook for your guests” The Environmental Protection and Energy Efficiency Fund in cooperation with the Ministry of Tourism and Sport, the Ministry of Economy and Sustainable Development and the Faculty of Geotechnics, University of Zagreb implemented a pilot project “Reduce food waste, cook for your guests”. The aim of this project is reducing the amount of bio waste (most of which is food waste) in hotels and to mainstream proper separate collection and disposal of waste generated in the hotels. It was launched in 2021. with the aim of introducing work methods in the hotel kitchens that will contribute to reducing food waste. The workshops for the hotel staff were held and the good practices are introduced (hotels that were already implementing meal planning, proper storage of ingredients, and sensible estimation of meal size). The data collected during 2021 show that it is possible to reduce the share of food waste generated during preparation and serving as well as during consumption by 30% to 70%. The pilot project has grown into a permanent activity. A handbook for hotels has been published as a valuable tool for reducing food waste (available at: <https://www.fzoeu.hr/UserDocsImages/brosure/Priru%C4%8Dnik%20za%20hotele%20-%20Smanji%20otpad%20od%20hrane%20kuhaj%20za%20svoje%20goste.pdf?vel=18596219>).

In cooperation with the hotel staff, measurements are being carried out and reported (results are available at: <https://www.fzoeu.hr/UserDocsImages/Gospodarenje%20otpadom/Prezentacija%20rezultata%20projekta%20OSIJEK%20FINAL.pdf>)

More information about the project at: <https://www.fzoeu.hr/hr/predstavljjen-prirucnik-za-hotele-smanji-otpad-od-hrane-kuhaj-za-svoje-goste/8828>

LV

In 2023, an Industry Sustainability Memorandum in the Restaurant and Catering Industry was signed to ensure sustainable business criteria in the catering industry in Latvia, to reduce the impact of catering services on the environment. The memorandum states that restaurants and foodservice establishments can address the waste problem by, for example, implementing food waste composting, reduction and reuse programs, implementing comprehensive recycling programs, eliminating the use of Styrofoam and developing zero waste management plans.

AT

The Austrian Eco-Label for Tourism was established in 1996 and provides a voluntary sustainability certification for accommodation providers, restaurants, camping, events and meetings, museums etc. Since 2022, a new Eco-Label for tourism destinations is in place. The criteria to be fulfilled by holders of the label include substantial measures on food services: use of recyclable packaging, regional products, use of organic products, fair trade, etc.

More information: <https://www.umweltzeichen.at/de/tourismus/nachhaltiger-tourismus>

PL

As a result of the transposition of the SUP Directive (Single Use Plastics) into Polish law, from 2024, retail and wholesale units, as well as catering units (in hotels, restaurants) and vending units (e.g. automatic coffee machines at railway stations) are obliged to:

- enable consumers to purchase beverages or meals in reusable alternative packaging,
- charge a fee for the dispensing of non-reusable plastic food or beverage packaging offered in such packaging
- purchase a beverage or meal in reusable alternative packaging.

The solution adopted is to prevent waste from single-use plastic products and reduce their negative impact on the environment.

PT

Development and sharing of good practice guidelines for circular and responsible catering. <https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/guia-boas-praticas-para-restauracao-circular-e-sustentavel.pdf>

SI

The Government's Strategy for less food loss and food waste in the food supply chain: "Let's respect food, respect the planet" also addresses the reduction of food waste in catering and tourism with measures. The strategy is a short document that, in addition to introductory explanations, the situation in the field of food losses and food waste by sector, donated food, SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis from which 10 needs are derived, defines where in the food supply chain food losses and food waste. It sets strategic objectives for managing surpluses and reducing food losses and food waste, which will contribute to the achievement of SDG 12.3. https://www.gov.si/assets/ministrstva/MKGP/PODROCJA/HRANA/Zavrski_odpadna_hrana/Strategija_Spostujmo-hrano_spostujmo-planet.pdf

d) Improving waste and water management and reducing pollution (air, water, soil) of tourism services

CZ

The Czech Association of Hotels and Restaurants prepares implementation of sustainable waste management standards in to the certification system (<https://hotelstars.cz/>). Further information at (<https://hotelstars.cz/novinky/jake-jsou-novinky-v-kriteriich-hotesltars-na-obdobi-2025-2030/>)

Ecolab has partnered with Hilton and completely changed its approach to the laundry process. By installing dosing systems and implementing digital monitoring platforms, Hilton was able to gain full control over the laundry process, monitoring all required steps and adjusting parameters at any time during the process to optimize and maximize results. By switching from a 90°C process to a 60°C process while maintaining washing efficiency, Ecolab was able to reduce operating costs by 10% in the first months of operation. In 2017, Ecolab successfully deployed a new technology for washing at low temperatures: OxyGuard40. As the name suggests, OxyGuard 40 is based on a washing temperature of 40°C, which brings water and energy savings for commercial laundries. In terms of sustainability, Hilton has also been awarded the EU Ecolabel for OxyGuard 40, which demonstrates its commitment to reducing the environmental impact of laundry operations. From the start of the project in 2013 to

the present, Ecolab has over the years further developed its partnership with the Prague Hilton Hotel and helped reduce the impacts of the laundry operation: water consumption by 35.8%, gas consumption by 23.6%, total operating costs by 29.3% (<https://cs-cz.ecolab.com/stories/ecolab-brings-big-savings-to-hilton-hotel-in-prague>).

DE

Machine translation:

The project 'MEHRWEG. MACH MIT!' funded by the BMWK is a campaign on climate-friendly reusable packaging for beverages and food in restaurants and at major events. The central element is the implementation of a broad information and consulting campaign that demonstrates the climate benefits and functionalities of reusable food and beverage systems. Through concrete recommendations for action and training offers, offerers and consumers are to be supported in the dissemination and use of climate-friendly reusable systems in the catering and event industry. Over a period of ten years, this will save around 18,000 tonnes of CO₂eq. The main approach of the project is to make the output of food comprehensible for the first time with the help of reusable systems in out-of-home consumption and in system catering and to make well-founded statements about the associated climate relief potential.

Original text:

Das vom BMWK geförderte Projekt „MEHRWEG. MACH MIT!“ der Deutschen Umwelthilfe ist eine Kampagne zu klimafreundlichen Mehrwegverpackungen für Getränke und Speisen in der Gastronomie und auf Großveranstaltungen. Zentrales Element ist die Durchführung einer breiten Informations- und Beratungskampagne die Klimavorteile und Funktionsweisen von Mehrwegsystemen für Speisen und Getränke aufzeigt. Durch konkrete Handlungsempfehlungen und Schulungsangebote sollen Anbietende und Verbrauchende bei der Verbreitung und Nutzung klimaschonender Mehrwegsysteme in der Gastronomie und Veranstaltungsbranche unterstützt werden. Über eine Wirkdauer von zehn Jahren sollen hierdurch rund 18.000 Tonnen CO₂eq eingespart werden. Der wesentliche Ansatz des Projektes besteht darin, erstmals die Ausgabe von Speisen mit Hilfe von Mehrwegsystemen im Außer-Haus-Konsum und in der Systemgastronomie nachvollziehbar aufzubereiten und fundierte Aussagen über das damit verbundene Klimaentlastungspotential zu treffen.

<https://www.klimaschutz.de/de/projekte/mehrweg-mach-mit-0>

IE

Ireland has committed to halving greenhouse gases emissions by 2030. Driving Climate Change is a strategic policy for the tourism agencies and they aim to help tourism businesses play their part in reducing greenhouse gas emissions. Water management is a key climate action priority and Fáilte Ireland, has released a guide for tourism businesses to play their part. <https://supports.failteireland.ie/climate-action/water-management/>

HR

Thanks to the National Recovery and Resilience Plan, Croatia has secured funds for the circular economy in climate-friendly solutions for private and public infrastructure.

MT

Energy and Water Awareness in Micro SMEs initiative. The aim of this initiative is to advise businesses, including those involved in tourism activities, on efficient energy and water use. An officer from the Energy & Water Agency will visit the business' premises and give advice on improvements that can be

made regarding energy use and water consumption, as well as providing information on other grants and schemes the firm may be eligible for. Link available at: Energy and Water Awareness in Micro SMEs - EWA (gov.mt). The initiative above is purely coming from an energy and water perspective. Regarding waste per se, there are no initiatives.

AT

The Austrian Eco-Label for Tourism was established in 1996 and provides a voluntary sustainability certification for accommodation providers, restaurants, camping, events and meetings, museums etc. Since 2022, a new Eco-Label for tourism destinations is in place. The criteria to be fulfilled by holders of the label include substantial measures on waste and water management. Examples of criteria with regard to water: use of water-saving technologies, regulated waterflows, waste water treatment, surveillance of water quality, etc. Examples of criteria with regard to waste: necessity for a waste concept, recycling, avoidance of food waste. More information: <https://www.umweltzeichen.at/de/tourismus/nachhaltiger-tourismus>

In 2023, the Federal Ministry of Labour and Economy in cooperation with the Austrian Bank for Tourism Development (OeHT) developed a specific set of Key Performance Indicators (KPI) for tourism to enable measurement of sustainability with regard to ESG as banks and funding institutions increasingly require businesses to provide sustainability reporting. The KPIs also include the measurement of water use (m³) and waste (kg) per overnight stay / per seat. Reporting on these indicators is part of the funding process at the OeHT. <https://www.oeht.at/der-oekb-esg-data-hub-fuer-tourismusbetriebe/>

<https://oekb-esgdatahub.com/en.htm>

PL

Many tourist accommodation facilities use waste segregation (containers for different fractions - glass, metal and plastic, bio-waste and mixed waste). Incorporating the provisions of the Plastics Directive into Polish law in the hotel industry from 2024 will result in the phasing out of the use of single-use packaging for cosmetics, as well as the provision of appropriate (biodegradable or recycled) packaging or permanently installed dispensers.

New facilities are being constructed according to energy-efficient construction principles, while older accommodation and catering facilities are being progressively upgraded. Both new and older buildings are using LED lighting and white goods (kitchen dishwashers, fridges, washing machines) that reduce water, energy and detergent consumption.

Another practice among hotel owners is to seek certification to meet certain environmental standards, such as EcoLabel or Green Key certification.

The most common solution to protect the environment is the use of aerators in taps and the rule not to change towels if the guest has hung them up.

PT

Development and sharing of guides and tools aimed at boosting the adoption of sustainable practices in the tourism sector.

<https://business.turismodeportugal.pt/pt/crescer/sustentabilidade/Paginas/guias-ferramentas-projeto-turismo-sustentavel-um-melhor-futuro-para-com-todos.aspx>;

<https://business.turismodeportugal.pt/pt/crescer/sustentabilidade/Paginas/guias-tematicos-boas-praticas-sustentabilidade.aspx>

FI

Voluntary Material Efficiency Commitment: The food industry has renewed its commitment to materials efficiency to promote more sustainable food production, distribution and consumption in 2022–2026. The Finnish Food and Drink Industries’ Federation, the Finnish Grocery Trade Association and the Finnish Hospitality Association MaRa have signed the commitment together with the Ministry of Economic Affairs and Employment, the Ministry of Agriculture and Forestry and the Ministry of the Environment. The aim is that by the end of 2024, companies that have signed the commitment will represent 90%, 40% and 20% of the turnover of the member companies in the Finnish Grocery Trade Association, the Finnish Food and Drink Industries’ Federation and the Finnish Hospitality Association MaRa, respectively. The materials efficiency commitment is an operating model used to implement several national and international environmental objectives. The company will select its own materials efficiency measures and goals. For example, companies can commit to cutting food and other waste, improving materials efficiency through product, packaging and service design, and developing the use of side streams. The commitment offers businesses the opportunity to be responsible players in taking the lead in environmental issues.

https://www.motiva.fi/en/solutions/material_efficiency/material_efficiency_commitment_for_industry

<https://www.mara.fi/en/for-members/guide-to-reducing-food-waste.html>

e) Support tourism SMEs to engage in environmentally friendly practices, including registering to schemes such as EMAS, EU Ecolabel or other high-quality third-party verified labels.

DE

Machine translation:

ClimateHost – Alpine-wide competition for climate protection and energy efficiency in the hotel and tourism sector.

Awarded were exemplary companies that are committed to the compatibility of tourism offers and climate protection. The aim of the competition is to make good examples known throughout the Alpine region and to support innovative companies in their commitment.

Original text:

„ClimaHost“ – alpenweiter Wettbewerb um Klimaschutz und Energieeffizienz in Hotellerie und Tourismusunterkünften.

Ausgezeichnet wurden vorbildliche Betriebe, die sich für die Vereinbarkeit von touristischen Angeboten und Klimaschutz engagieren. Ziel des Wettbewerbs ist es, gute Beispiele über den gesamten Alpenraum bekannt zu machen und innovative Betriebe bei ihrem Engagement zu unterstützen

<https://climahost.eu/>

IE

Fáilte Ireland plans to drive change at the level of the business through a suite of practical supports to help tourism businesses to implement sustainability initiatives and leverage the benefits as well as

supporting the development of sustainable tourism experiences that minimise any negative environmental impacts.

https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/1_StartGrow_Your_Business/Environmental-Sustainability-in-Business-BT-ESB-C9-0913-4.pdf

HR

Ministry of Tourism and Sport promotes eco- labels for tourism and hospitality service providers. <https://mint.gov.hr/NPOO/vijesti-22724/informiranje-turistickog-sektora-o-eko-oznakama-eu-ecolabel-i-emas/23071>

Ministry of Economy and Sustainable Development is responsible for the implementation of EU Ecolabel and EMAS (<https://mingor.gov.hr/> ; <https://mingor.gov.hr/nacionalni-registar-eu-ecolabel-proizvoda-i-usluga/8145>).

Workshops aimed at raising the level of climate awareness and environmental sustainability with an emphasis on eco-labels and environmental management systems were organized (<https://mint.gov.hr/odrziviturizam/upravajn-i-edukacija/23013>)

LU

<https://www.greenevents.lu/>

<https://www.ecolabel.lu/>

MT

The Malta Tourism Authority is participating in an EU-funded project called Cross-Re-Tour. The objective of Cross-Re-Tour is to support small and medium sized enterprises (SMEs) in tourism to become more sustainable and more digital. The main areas of focus are water, energy, plastic, food, equipment/furniture, mobility, client nudging and staff nudging. Link can be found here: <https://crossretour.eu/>

The project involves a partnership between 8 different organisations from different countries. This is a 3-year project which mainly involves 3 phases.

Phase 1 - Interested tourism SMEs/NGO/public organisations would be participating in an online dialogue to discuss challenges faced in the area of green and digital transition; additionally, their state of transformation readiness would be assessed.

Phase 2 - The dialogue is extended whereby tourism SMEs will be connected with digital and green service providers to identify potential solutions.

Phase 3 - Funding for a total of 10 SMEs for the worth of 30K per innovative project (per country). Total funding for Malta is 300K and each project is fully funded by the EU.

Furthermore, under the Business Enhance schemes, tourism SMEs can apply for support to assist them in engaging in environmentally friendly practices. There are targeted schemes for specific interventions such as the retrofitting scheme which aims to improve the energy performance of buildings and other schemes of a more general nature such as digitalisation or competitiveness schemes which SMEs can use to support investments into more environmentally friendly practices. Link can be found here: <https://fondi.eu/business-enhance/>

The Smart and Sustainable Investment Grant provides business funding to support investments that lead to more sustainable processes. These investments are expected to enhance the competitiveness

of the enterprises through the optimization of the use of resources in their activities. Eligible investments include: waste minimization, Sustainable Materials, Energy Efficiency, Water Efficiency and Sustainable Digitization. Available at: <https://maltaenterprise.com/sustainable>

The scope of the Business Development (Support for Business Development & Transformation) Scheme aims to facilitate value-added projects, including new business initiatives, start-up, expansions and transformation activities that contribute to the regional development of Malta. The support available through this measure may be awarded to enterprises that contribute or plan to contribute to the economic development, environment and sustainability targets of the Maltese government. Available at: <https://maltaenterprise.com/businessdevelopment>

Both schemes are administered by Malta Enterprise, the country's economic development agency.

AT

The Austrian Eco-Label for Tourism was established in 1996 and provides a voluntary sustainability certification for accommodation providers, restaurants, camping, events and meetings, museums etc. Since 2022, a new Eco-Label for tourism destinations is in place. <https://www.umweltzeichen.at/de/tourismus/nachhaltiger-tourismus>

In March 2023 new funding guidelines for tourism SMEs were launched by the Federal Ministry of Labour and Economy. These include a sustainability bonus of 7% for investments related to the three dimensions of sustainability: ecological, social, economic. Enterprises will receive the "green" sustainability bonus, e.g. for thermal rehabilitation, change of heating system to renewable energy, new energy-efficient devices, and measures do undo soil sealing. The funding scheme is administered by the Austrian Bank for Tourism Development (OeHT). The OeHT also provides tourism SMEs with an increased interest subsidy (3%) if the ecological requirements for the sustainability bonus are met ("green tourism loan"). More information: <https://www.oeht.at/>

PT

Development and sharing of guides and tools aimed at boosting the adoption of sustainable practices in the tourism sector.

<https://business.turismodeportugal.pt/pt/criar/sustentabilidade/Paginas/guias-ferramentas-projeto-turismo-sustentavel-um-melhor-futuro-para-com-todos.aspx>;

<https://business.turismodeportugal.pt/pt/criar/sustentabilidade/Paginas/guias-tematicos-boas-praticas-sustentabilidade.aspx>

SI

<https://www.slovenia.info/en/business/green-scheme-of-slovenian-tourism>

The Green Scheme of Slovenian Tourism (GSST) is a tool developed at the national level and a certification programme that carries out the following tasks under the SLOVENIA GREEN umbrella brand:

- brings together all efforts directed towards the sustainable development of tourism in Slovenia,
- offers tools to destinations and service providers that enable them to evaluate and improve their sustainability endeavours.
- and promotes these green endeavours through the Slovenia Green brand.

SLOVENIA GREEN is a certification programme and a quality standard that we use to indicate the fulfilment of the requirements for destinations and operators under the Green Scheme of Slovenian Tourism (GSST). At the umbrella level, SLOVENIA GREEN is used to communicate the work we do under the GSST, and to promote green destinations and operators. The label can only be used by destinations and operators that have joined the GSST and meet the conditions for being awarded the label.

PL

Under the National Recovery Plan (NRP), non-refundable grants are offered to enterprises in the sectors most affected by the COVID-19 pandemic in Poland (hospitality, tourism, culture). Subsidies for SMEs are possible under sub-measure A1.2.1 Investment for enterprises in products, services and competencies of employees and staff related to diversification of activities (HoReCa). Five regional operators will be selected to provide support, on a competitive basis, to SME entrepreneurs for the modernisation or diversification of their activities. Funding will be provided for investment in the design and production of goods and services, upgrading the skills of employees and development services (e.g. development of a feasibility study, business model, development of technical procedures).

Under Priority V of the FEPW 2021-2027 entitled 'Sustainable tourism', PARP has launched a competition for the creation of supra-regional tourist routes. The aim of the competition is to develop macro-regional tourism, using the potential of multicultural heritage, landscape and unique natural resources. Support will be provided for investments in facilities or places creating a coherent tourist product with supra-regional impact (crossing the borders of at least two voivodeships). These will include facilities for people with disabilities, a labelling system, land development respecting greenery protection standards, digitalisation of trail offers and adaptation to crisis conditions. The support will contribute to the development of tourism in lesser known destinations of Eastern Poland and will allow offering diverse forms of tourism.

FEPW 2021-2027 is a continuation of support for the eastern voivodeships (Eastern Poland macro-region) to accelerate their development. The programme covers 6 less developed voivodeships (Warmińsko-Mazurskie, Podlaskie, Lubelskie, Świętokrzyskie, Podkarpackie) and one more developed region (Mazowieckie without Warsaw and its surrounding counties).

<https://kpo.parp.gov.pl/component/grants/grants/inwestycje-w-dywersyfikacje-dzialalnosci-sektora-horeca-oferta-dla-przedsiębiorcow>

f) Using Green Public Procurement for tourism related services (travel, hospitality, catering), etc.

DE

Machine translation:

As part of the 'Sustainability Action Program of the Federal Government', a catalogue of criteria for the designation of sustainably certified hotels on the Federal Booking Platform is currently being developed or further developed for hotel bookings during business trips by the federal authorities and institutions of the Federal Administration. This represents a first step on the way to state recognition of social and environmental labels in tourism.

Original text:

Im Rahmen des „Maßnahmenprogramms Nachhaltigkeit der Bundesregierung“ wird für Hotelbuchungen bei Dienstreisen der Bundesbehörden und Einrichtungen der Bundesverwaltung aktuell ein Kriterienkatalog zur Ausweisung von nachhaltig zertifizierten Hotels auf der Buchungsplattform des Bundes erarbeitet bzw. weiterentwickelt. Dies stellt einen ersten Schritt auf dem Weg zur staatlichen Anerkennung von Sozial- und Umweltzeichen im Tourismus dar.

<https://www.bundesregierung.de/breg-de/aktuelles/bundesverwaltung-handelt-zielgerichteter-2258112>

<https://www.bundesregierung.de/resource/blob/975274/1953740/ebd13260efc4a78665ced24a902816d4/2021-08-25-massnahmenprogramm-nachhaltigkeit-2021-data.pdf?download=1>

HR

The Ministry of Economy and Sustainable Development promotes the policy of sustainable production and consumption that contributes to the environmental and climate goals, reducing waste generation, resource consumption and greenhouse gas emissions. <https://mingor.gov.hr/o-ministarstvu-1065/djelokrug/uprava-za-klimatske-aktivnosti-1879/zelena-javna-nabava-1954/1954>

The Ministry encourages the use of ZeJN benchmarks for products and services developed by the European Commission. ZeJN benchmarks, guides, educational materials, tools and news are available at the national website for ZeJN: <https://zelenanabava.hr/>

In the public call for the National Recovery and Resilience Plan, the Ministry of Tourism and Sport defined green public procurement as one of the additional criteria that interested stakeholders in tourism can use to achieve comparative advantage.

LV

The 2014 Government Action Plan states that one of the Government's goals is to develop and implement the "green procurement" principle in state and local government public procurement.

On June 20, 2017, the Cabinet of Ministers Regulations No. 353 "Requirements for green public procurement and the procedure for their application", determining the Green Public Procurement criteria and the groups of goods and services in which these criteria are applied compulsorily, and the groups in which these criteria are applied voluntarily.

On September 8, 2020, the Cabinet of Ministers Regulations No. 353 amendments updating the existing groups and introducing a new voluntarily applicable group - Recreation and sports infrastructure.

On December 14, 2022 "Declaration on the planned activities of the Cabinet of Ministers headed by Arturs Krišjānis Kariņš" determines the progress towards achieving the goals of the European Green Course, including: achieving economically efficient and thoughtful use of resources, developing the circular economy, improving the regulation of green public procurement to promote its wider use, as well as introducing a special program of measures to change society's daily habits, supporting a waste-free lifestyle and the choice of local, organic products.

PL

Pursuant to Order No. 47 of the Prime Minister of 29 April 2024, an Inter-Ministerial Team for Green Public Procurement was established. The tasks of the Team include the dissemination (within the government administration and among contracting authorities, contractors and inspection bodies) of knowledge about green public procurement, as well as the popularisation of the application of environmental aspects in public procurement.

g) Supporting developing transferable practices on circular and climate-friendly tourism

DE

Machine translation:

The funding measure 'Enhancing performance and promoting innovation in tourism (LIFT): Innovative approaches for a sustainable transformation of the tourism industry in the light of the UN Sustainable Development Goals' (LIFT Transformation) of the BMWK follows the funding measure 'LIFT Climate' implemented in 2022 in 2023 and 2024. The measure is endowed with 1.2 million euros. In contrast to extensive funding programs, model projects provide individual impulses that encourage imitation. The projects should serve as a model for the sustainable transformation of the tourism sector in the context of the global sustainability agenda and thus help to strengthen the performance and competitiveness of SMEs in tourism in the short and medium term.

The Competence Centre for the Green Transformation of Tourism provides information on the individual project results on its website:

Original text:

Die Fördermaßnahme „Leistungssteigerung und Innovationsförderung im Tourismus (LIFT): Innovative Ansätze für eine zukunftsfähige Transformation der Tourismuswirtschaft im Lichte der VN-Ziele für nachhaltige Entwicklung“ (LIFT Transformation) des BMWK folgt in den Jahren 2023 und 2024 auf die im Jahr 2022 umgesetzte Fördermaßnahme „LIFT Klima“. Die Maßnahme ist mit 1,2 Millionen Euro ausgestattet. Im Gegensatz zu umfangreichen Förderprogrammen werden hier über Modellprojekte einzelne Impulse gesetzt, die zum Nachahmen anregen. Die Projekte sollen Vorbildcharakter im Hinblick auf die nachhaltige Transformation des Tourismussektors vor dem Hintergrund der globalen Nachhaltigkeitsagenda haben und damit die Leistungs- und Wettbewerbsfähigkeit der KMU im Tourismus auch in der Breite kurz- und mittelfristig stärken helfen.

Über die einzelnen Projektergebnisse informiert das Kompetenzzentrum Grüne Transformation des Tourismus auf seiner Webseite:

<https://kompetenzzentrum-tourismus.de/>

IE

Ireland has committed to cutting greenhouse gas emissions in half by 2030 and achieving net-zero emissions by 2050. Fáilte Ireland is assisting tourism and hospitality businesses to achieve these targets through a series of guides which contribute towards climate friendly tourism.

Fáilte Ireland plans to drive change at the level of the business through a suite of practical supports to help tourism businesses to implement sustainability initiatives and leverage the benefits as well as supporting the development of sustainable tourism experiences that minimise any negative environmental impacts.

<https://supports.failteireland.ie/climate-action/>

HR

Within the National Recovery and Resilience Plan the Ministry of Tourism and Sport published public call for Regional diversification and specialization of Croatian tourism through investments and development of tourism products with the high added value. The total amount of grants available for allocation under this call is EUR 123,432,211.82. The call was published in October 2022 and the allocation of funds to eligible applicants is expected in the first half of 2024. This call contributes to

developing good practices in the field of circular economy and climate friendly tourism. One of the subjects of this call is development or adaptation of public tourist infrastructure in accordance with EU environmental protection standards that contribute to the green transition of tourism products following the DNSH principle. As part of awareness raising of the entire tourism sector and general public, Ministry of Tourism and Sport conducts workshops on strengthening the resilience of tourism to climate changes. All materials and recordings are available on the Ministry's website: <https://mint.gov.hr/odrziviturizam>.

Within the National Recovery and Resilience Plan, the Ministry of Tourism and Sport published a public call *Strengthening sustainability and encouraging the green and digital transition of entrepreneurs in the sector of tourism*. The total amount of grants available for allocation under this call is EUR 165.903.510,52 EUR. The call contributes to strengthening sustainability and encouraging green and digital transitions of touristic companies. One of the subjects of this call is development or adaptation of private tourist infrastructure in accordance with EU environmental protection standards that contribute to the green transition of tourism products following the DNSH principle. All materials and recordings are available on the Ministry's website: <https://mint.gov.hr/NPOO/javni-pozivi-i-natjecaji-22753/jacanje-odrzivosti-te-poticanje-zelene-i-digitalne-tranzicije-poduzetnika-u-sektoru-turizma/23234>.

According to the Specific objective 4. Measure 2. in the Action Plan that is related to planting additional trees to reduce greenhouse gas emissions and negative impact of tourism in Croatia until 2030, the Croatian Tourist Board and the Ministry of Tourism and Sport signed an Agreement on Mutual Cooperation. This Agreement is a part of the Project "Croatia naturally yours" that aims to encourage sustainable tourism development. The data about planted trees are available in the application called MapMy Tree.

MT

The Institute of Tourism Studies in collaboration with SUNx Malta have partnered to develop a Climate Friendly Travel Education Capacity Building programme, which is part of an EU led programme for 100,000 STRONG Climate Champions in all UN States by 2030. The aim is to have a Strategy Support System for Malta as a Global Centre of Climate Friendly Travel, that will be consistent with the Paris Agreement, the SDGs and the EU Green Deal. The developed training programme is in the form of a Diploma at MQF Level 4, with Total Credits of 120 ECVET. The programme is being taught over a 12-month period in two semesters followed by a one-year IIPT internship.

Following the success of the Diploma in Climate Friendly Travel, which has seen 28 local and international students graduating with this qualification in December of 2022, the collaboration between the Institute of Tourism Studies and SUNx Malta has been taken further by the planning and development of a Master of Science in Strategic Management for Climate Friendly Travel. Both institutions are currently undertaking curricular and market research with the aim of concluding development of the study programme and initiate the accreditation process. The target commencement of this programme is October 2024.

These initiatives meet the requirements set by SDG 8 as the aim to develop a sustainable form of tourism generating employment and wealth not only in Malta but in countries of origin of the student participants, many of which hail from the countries being affected by climate change. Link: https://its.edu.mt/course?course_code=D-CFT

AT

The Austrian tourism policy has launched a number of initiatives to improve sustainable tourism over the years. These include:

- New Austrian Eco-Label for tourism destinations since January 2022: <https://www.umweltzeichen.at/de/tourismus/destinationen>
- Yearly tourism mobility days and meetings of the tourism mobility platform as well as of the working group on cycling tourism: <https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/tourismusmobilitaet.html>
- Climate and Energy Tourism Model Regions (see above): <https://www.klimaundenergiemodellregionen.at/service/newsletter/newsletter-022021/kem-tourismus-nachhaltig-auf-urlaub/>
- Impulses for energy efficient and environmentally-friendly solutions in accommodation and gastronomy, e.g. online guidelines on energy efficiency (5th edition 2022): <https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/energie/energiemanagement-leitfaden.html>
- Tourism-specific studies on climate change:
- Austrian supporting programme “klimaaktiv mobil”: Targeted to cities, municipalities, companies, tourism, schools and youth. The programme for the tourism and leisure sectors aims to promote climate-friendly and healthy tourism mobility as well as active mobility in tourism destinations, by supporting tourism destinations and enterprises in developing climate friendly mobility projects and services and creating public transport offers for guests and locals. www.klimaaktiv.at/mobilitaet/mobilitaetsmanagement/freizeit_tourismus.html

In 2023, the Ministry of Labour and Economy also started a dialogue series on the issue of sustainability in tourism to connect stakeholders and support implementation in destinations and businesses. The following topics were covered: sustainability certification, energy efficiency, future of winter tourism, culinary art, Austria’s Regional Information and Monitoring System (RESY-Dashboard), business succession. The Federal Ministry of Labour and Economy runs the platform “Tourism and the SDGs”, which serves as an information hub for experts, practitioners and the wider public. It includes general information on the SDGs, links to good projects and initiatives contributing to the implementation of the SDGs and a collection of research papers from students of Austrian tourism universities and schools.

More information: <https://www.bmaw.gv.at/Themen/Tourismus/tourismus-sdg.html>

PL

The 2022 and 2023 editions of the European Congress on Sport and Tourism were held in Zakopane, providing a platform for the exchange of good practices and challenges facing the tourism sector in Poland and Europe. The 2022 edition presented eco-innovations and their sources of funding, as well as green solutions in tourism at the level of facilities, services and SMEs. The 2023 edition, co-organised by the Ministry of Sport and Tourism, was dedicated to medicine and innovation in sport. Both editions promoted the Ministry of Sport and Tourism's project ‘Green ENERGY for Tourism’.

Poland has many years of experience in supporting the development of tourism in rural areas. Since 2009, the International Fair of Rural Tourism and Agrotourism ‘AGROTRAVEL’ has been organised in Kielce. The organisers of the event are: the Ministry of Sport and Tourism, the Ministry of Agriculture and Rural Development, the Marshal's Office of the Świętokrzyskie Voivodeship, the Regional

Organisation of the Świętokrzyskie Voivodeship and Targi Kielce. The initiative provides a platform for the exchange of experience and knowledge for those involved in and for the benefit of rural tourism. The fair is also an opportunity to promote the cultural heritage of rural areas and regional and local culinary products. The last, 12th edition of the International Fair of Rural and Active Tourism Agrotourism & Active Life was held in 2021. The event was attended by, among others, regional and local tourist organisations and centres, associations and agrotourism farms, folklore groups and enthusiasts of active leisure activities.

In addition, the Polish Tourist Organisation, in cooperation with the Regional Tourist Organisations, is implementing the two-year project 'Cooperation-Innovation-Sustainable Tourism'. The training and workshops provided support the strengthening of the position of these entities in the tourism management system in Poland. The rapidly changing situation is also a necessity to adapt to trends on the demand side and to shape the conditions for development on the supply side. Therefore, the project envisages the organisation, between 2023 and 2024, of 16 regional events and a national conference summarising the project. The proposed thematic blocks of the project include:

- Demand-side trends against the background of the current, dynamically changing situation in the tourism services market,
- Characteristics of selected foreign markets, i.e. how to gain tourists from a given market;
- Sustainable tourism development,
- Creation of tourism products in the context of expectations and needs of a contemporary tourist,
- Good practices in cooperation.

The Polish Tourism Organisation encourages stakeholders in the tourism industry to strive for the implementation of sustainable development. Education, training and awareness-raising activities about communication and the need for this change in the market are consistently carried out.

PT

Development and sharing of guides and tools aimed at boosting the adoption of sustainable practices in the tourism sector.

<https://business.turismodeportugal.pt/pt/crescer/sustentabilidade/Paginas/guias-ferramentas-projeto-turismo-sustentavel-um-melhor-futuro-para-com-todos.aspx>

<https://business.turismodeportugal.pt/pt/crescer/sustentabilidade/Paginas/guias-tematicos-boas-praticas-sustentabilidade.aspx>

SI

Climate Change and Slovenian Tourism: Recommended Adaptation and Mitigation Measures / PODNEBNE SPREMEMBE IN SLOVENSKI TURIZEM: Priporočeni ukrepi prilagajanja podnebnim spremembam in blaženja podnebnih sprememb.

https://www.ft.um.si/wp-content/uploads/2024-02-STO-Vodnik-po-podnebnih-spremembah_.pdf

h) Supporting large-scale pilots for sustainable tourism destinations

CZ

The Ministry of Regional Development and the CzechTourism agency do not currently have an online portal providing information on practices related to pilot projects for sustainability in tourism. However, CzechTourism, the Ministry of Regional Development and destination management partners collaborate through working groups (task forces) on several pilot projects aimed at ensuring tourism sustainability in destinations.

The mentioned pilots are still work in progress, see the list below:

- Methodology for Sustainable Tourism: A fundamental guide in the field of tourism sustainability that includes a glossary of terms and basic methodological steps to support sustainable tourism development.
- Responsible Tourist Manual: An informational brochure designed for visitors, containing essential information and instructions on responsible behaviour in a destination.
- Responsible Marketing Manual: A booklet providing basic information on responsible destination marketing, aimed at ensuring sustainable tourism development in destinations. This brochure is primarily intended for DMOs (Destination Management Organizations) and includes basic recommendations for the 3C collaboration among partners in the destination.
- Collection of Examples of Good and Bad Practices: A brochure featuring photographs, text, and recommendations for good and bad practices in destination management in practice.

DE

Also refer to 4.1 („...sharable good practice on developing sustainable destination management strategies“)

Machine translation:

The overall approach of the sustainability assessment is pursued by the "Federal Competition for Sustainable Tourism Destinations in Germany". The recognition of particularly active regions for their commitment to sustainable tourism contributes to a broader public awareness and awareness, has a role model effect for and the exchange of knowledge between destinations and provides an incentive for the further development of sustainable concepts and policies of domestic tourism. The continuation of the federal competition once per legislative period is planned.

Original text:

Den Gesamtansatz der Nachhaltigkeitsbewertung verfolgt der "Bundeswettbewerb Nachhaltige Tourismusdestinationen in Deutschland". Die Auszeichnung besonders aktiver Regionen für ihr Engagement im nachhaltigen Tourismus trägt zur breiteren öffentlichen Wahrnehmung und Bekanntheitssteigerung bei, entfaltet eine Vorbildwirkung für und den Wissensaustausch zwischen Destinationen und setzt einen Anreiz für die Weiterentwicklung nachhaltiger Konzepte und Politiken des Inlandstourismus. Die Fortsetzung des Bundeswettbewerbs einmal pro Legislaturperiode ist geplant.

<https://www.bundeswettbewerb-tourismusdestinationen.de/>

Siegerdestinationen (winning destinations) 2022/23 <https://www.bmuv.de/meldung/ausgezeichnete-nachhaltige-reiseziele-in-deutschland>

Ergebnisbericht / Report 2022/23

https://www.deutschertourismusverband.de/fileadmin/DTV/Report_Nachhaltigkeit_Nachhaltige_Tourismusdestinationen_2022-23.pdf

EL

DMMOs

By virtue of Law 4875/2021 (G.G. A' 250), Greece has introduced a new governance framework concerning the establishment of Destination Management and Marketing Organizations (DMMOs) at both a regional and municipal level, aiming at the efficient and effective management of the individual destination, the facilitation of cooperation among the various authorities and co-competent bodies as well as at the formation of a quality, diversified, competitive and sustainable tourist product.

In complementarity with the established governance framework of Destination Management and Marketing Organizations (DMMOs) and in light of the complex development challenges of the destinations, the Ministry of Tourism has legislatively introduced the concept of "Model Tourist Destinations of Integrated Management". Model Tourist Destinations of Integrated Management (MTDIM) comprise areas and/or destinations which contribute to the strengthening of the country's tourism brand image and require special management. The designation of an area as an MTDIM is decided upon criteria, such as the natural environment and particular geomorphological characteristics of the area, the potential of developing thematic forms of tourism, the degree of adequacy and the level of accessibility in tourist infrastructure for people with disabilities and reduced mobility, the condition/suitability of the road network, the proximity to points of entry (ports and airports), the ratio of the destination's total capacity in beds to the permanent population within the destination's geographical boundaries, the average annual occupancy of the destination's tourist accommodations, as well as the range of the tourist season. For the designation of an area as an MTDIM, the relevant Local Government Organization(s) submits a designation application to the Directorate of Strategic Planning of the Ministry of Tourism, which in turn formulates a recommendation to the Minister of Tourism, after obtaining the concurrence of the Central Council of Urban Planning Issues and Disputes of article 24 of Law 4495/2017 (G.G. A' 167). Subsequently, the Minister of Tourism, considering the characteristics of the tourist destination and the recommendation of the Directorate of Strategic Planning, issues the decision to designate the area as an MTDIM. Legislation on MTDIM additionally allows the specification of further quantitative and qualitative criteria concerning the designation of an area as an MTDIM set by a Joint Decision of the Ministers of Tourism and Environment and Energy.

In this context, the Ministry of Tourism, along with the co-competent Ministry of Environment and Energy, has elaborated a draft on a further set of relevant criteria while also proposing the determination of specific indicators measuring the economic, social, cultural and environmental sustainability of tourism activity in destinations. Said draft has been submitted to the OECD and the European Commission, with reference to the Technical Support Instrument (TSI) "Support to Greece's tourism ecosystem: towards a more sustainable, resilient and digital tourism", for further elaboration with view to issuing the above Joint Ministerial Decision in the immediate future. In turn, in December 2023 the OECD and the European Commission submitted the final deliverable "Note for Greece on criteria for Model Tourism Destinations" including an analysis of conditions and criteria for Model Tourist Destinations, as well as an overview of key tourism sustainability frameworks and national case studies. This Note is to be further elaborated by the competent Directorate of Strategic Planning

aiming at issuing the Joint Ministerial Decision on the finalized criteria for the designation of areas as MTDIM by October 2024.

HR

Terme Sveti Martin is the first hotel in Croatia to receive the EU Ecolabel, a prestigious European mark of environmental protection, which is awarded to sustainable products and services that encourage innovation and contribute to the EU's goal of climate neutrality by 2050 and a circular economy. <https://medjimurska-zupanija.hr/2021/07/19/medimurje-ima-prvi-hotel-u-hrvatskoj-koji-nosi-prestizni-europski-znak-zastite-okolisa-termama-sveti-martin-urucena-oznaka-eu-ecolabel>

PL

Description of the activity in the question above carried out by the Polish Tourist Organisation.

<https://www.pot.gov.pl/pl/wspolpraca-innowacje-turystyka-zrownowazona/wspolpraca-innowacje-turystyka-zrownowazona-konferencje-2023>

Moreover the 'Polish Tourism Brands' project is intended to support the creation of so-called tourism regions whose brand, high quality of services and consistent marketing are intended to encourage travel. In the 2023 edition, the title of Polish Tourism Brand was awarded to: Sopot, Roztocze, the Land of the Upper Oder.

<https://www.polskiemarkiturstyczne.gov.pl/>

AT

19 Pilot regions were involved in the development of the new Austrian Eco-Label for tourism destinations (available since January 2022). Further information: see above <https://www.umweltzeichen.at/de/tourismus/destinationen>

Two Climate and Energy Tourism Model Regions were established in Austria (Carinthia: Nassfeld-Lesachtal-Weissensee; Salzburg: Zell am See/Kaprun) and supported with around 1 Mio. Euro each. The aim is to increase energy efficiency, have more sustainable enterprises and improve sustainable mobility. The project shall generate spill-over effects on other regions that aim at more climate-friendly tourism.

More

information:

<https://www.klimaundenergiemodellregionen.at/service/newsletter/newsletter-022021/kem-tourismus-nachhaltig-auf-urlaub/>

The Clean Alpine Region project in Tyrol is also supporting tourism regions to implement measures in the areas of climate protection, sustainability and energy and in developing further as climate-friendly regions: <https://www.standort-tirol.at/projekt-archiv/details/33567>

In addition, Austria has six „Best Tourism Villages by UN Tourism“, which were awarded in 2021 (Kaunertal, Tyrol), 2022 (Wagrain and Zell am See, Salzburg), 2023 (Schladming, St. Anton am Arlberg) and 2024 (St. Johann in Tirol). The villages were recognised for their sustainability efforts and preservation of cultures and tourism. More information:

- Kaunertal (<https://tourism-villages.unwto.org/en/villages/kaunertal/>)
- Wagrain (<https://tourism-villages.unwto.org/en/villages/wagrain/>)
- Zell am See (<https://tourism-villages.unwto.org/en/villages/zell-am-see/>)
- Schladming (<https://tourism-villages.unwto.org/en/villages/schladming/>)
- St. Anton am Arlberg (<https://tourism-villages.unwto.org/en/villages/st-anton-am-arlberg/>)
- St. Johann in Tirol (<https://tourism-villages.unwto.org/en/villages/st-johann-in-tirol-austria/>)

Shared best practices on digital transition

a) Improving availability of online information on tourism offer

CZ

The CzechTourism developed and manages an information sites: www.visitczechia.com/ for incoming and www.kudyznudy.cz/ mainly for domestic tourism.

EL

Digitalisation of Archaeological Sites

It is imperative to document all archaeological sites and create a unified application that connects directly with the national tourism platform. Mapping and documenting all sites in Greece for better traveller information. Creation of an application that includes all these sites and offers comprehensive information about their history, access, and electronic ticket booking where necessary for visits, as well as ticket packages for multiple visits to various sites (linked to the national tourism platform). Real-time digital assistant providing information on transportation, site details, and history in multiple languages (scanning specific monument QR codes). Real-time information via the app on opening hours, routes, bookmarking favorite monuments, notifications and reminders, and creating full-day or short-term schedules for visits to archaeological sites (Action: Project Digital Transformation of the Greek National Tourism Organization funded by the Recovery and Resilience Fund to be completed by the end of 2025).

HR

An example of good practice is the establishment of the Sustainable Tourism WEB page, where tourism stakeholders could find educational materials and announcements about the activities of the Ministry of Tourism and Sport (<https://mint.gov.hr/odrziviturizam>; <https://mint.gov.hr/odrziviturizam/en>).

In addition to the official national statistic, published by the Croatian Bureau of Statistics (www.dzs.hr), the Croatian National Board publishes statistical information on the tourist traffic registered by the previously described eVisitor system. Available at: <https://www.htz.hr/hr-HR/informacije-o-trzistima/informacije-o-tijeku-sezone>

Ministry of Tourism and Sport implemented the project Croatian Digital Tourism – eTourism within which the web platform croatia.hr was established. The partner in the project was the Croatian National Tourist Board (CNTB) The croatia.hr platform is intended for tourists, tourist boards and the general public. It is available in ten foreign languages. Platform visitors have access to all information and content relevant for visiting and staying in Croatia. By connecting the system of tourist boards, it is possible to promote tourist destinations and their strongest trumps. For more information you can visit <https://croatia.hr/>

LV

The Ministry of Economics carries out support planning for sectors under its competence in accordance with the national priorities set in the National Development Plan for 2021 - 2027. The support program developed by the Ministry of Economics provides SMEs for the development of innovative business to improve the availability of online information about tourism: <https://www.em.gov.lv/lv/sam-1231->

pasakums-atbalsts-mazo-un-videjo-uznemumu-inovativas-uznemejdarbibas-attistibai-istenosanas-noteikumi

To increase and support the competitiveness of small and medium-sized enterprises, the Ministry of Economics has developed a cluster program, within the framework of which, as one of the criteria, the possibility of improving the availability of online information about tourism.

LT

The National Tourism Information System aims to better connect tourists and service providers in a one stop shop as well as collect data for public and private sector use. This system will be automated, gathering data from natural objects, landmarks, cultural heritage sites and tourism services and will incorporate mobile phone data. The information will be visible and accessible on the Lithuania travel website, allowing users to create personal touristic routes or making travel packages for tour operators. By reducing the administrative burden on service providers, the website aims to promote a more transparent hospitality sector that employs data driven decision making to produce more sustainable tourism services in regions and prolong tourist stays. Ultimately this will increase tourism's contribution to the Lithuanian economy.

AT

The Federal Ministry of Labour and Economy provides – in addition to more general information on the Ministry's website – several central information hubs with substantial information for the tourism industry:

- "Sichere Gastfreundschaft" (Safe Hospitality):
- „Sustainability in Tourism”: <https://www.bmaw.gv.at/Themen/Tourismus/nachhaltigkeit.html>
- "Team Tourism”: <https://www.bmaw.gv.at/Themen/Tourismus/Komm-ins-Team-Tourismus.html>
- "Tourism and the SDGs”: <https://www.bmaw.gv.at/Themen/Tourismus/tourismus-sdg.html>

The Austrian National Tourist Office "Austria Tourism" has launched in May 2024 the "Change Tourism Austria" platform – a multi-stakeholder exchange platform for the tourism community: <https://www.changetourismaustria.com/heim>

PL

From 2020 to 31 March 2023, the Polish Tourism Voucher Programme was implemented. It was an innovative socio-economic programme that was created to support the tourism industry after the crisis caused by the COVID-19 pandemic and to help families raising children. The voucher was a one-off payment for each child under the age of 18. The benefit was PLN 500.00 for each child under the age of 18, for children with a disability certificate the amount was PLN 1,000.00. The voucher could be used to pay for hotel services or tourist events provided by a tourism entrepreneur or a non-profit organisation in the country (such as a stay in a hotel, guest house, farm, scout camp or summer camp, as well as a sports or recreational camp). Link: <https://bonturystyczny.polska.travel/>.

PT

Portugal developed Tourism 4.0, a dedicated innovation strategy for the sector, aiming to accelerate the adoption of innovation both at destinations and businesses level.

This includes creating an innovation ecosystem with more than 50 incubators in the country and the implementation of around 15 innovation programs per year (Fostering Innovation in Tourism

initiative). In the last 5 years, we developed 70 innovation programs, with more than 1.400 startups participating.

<https://business.turismodeportugal.pt/pt/Conhecer/Inovacao/programa-fit/Paginas/default.aspx>

SI

<https://www.slovenia.info/en/press-centre/press-releases/19897-digital-breakthrough-for-greater-and-more-sustainable-slovenian-tourism>

Digital breakthrough for greater and more sustainable Slovenian tourism

The Slovenian Tourist Board (STB) conducts implementation activities of the 2022-2026 Digital Transformation Strategy of Slovenian Tourism. The Digital Transformation Strategy was prepared by the STB in March 2022, and its measures were included in the umbrella Strategy for Slovenian Tourism 2022- 2028, which is carried out by the Ministry of the Economy. The measures of the digital transformation strategy were included in the umbrella strategy in the form of a horizontal policy that will support the implementation of key strategic policies. Both strategies are complementary and represent a key basis for targeted activities for a successful digital transition of Slovenian tourism, which is inextricably linked to the further sustainable transition of Slovenian tourism. The reason for preparing the strategy was the recognized need that, in addition to the sustainable/green transformation, which is implemented with good practice (Green Scheme of Slovenian Tourism), we also need a digital transformation.

In addition to the green transformation, digital breakthrough is also a European priority within the framework 12 of the Recovery and Resilience Plan and the Transition Pathway, which is why Slovenia placed the creation of an analytical tool for measuring the effects of tourism in leading destinations and a system for measuring tourist flows in leading destinations in the first strategic framework of digitalization of the ecosystem. With digital transformation, we want to empower all stakeholders for data-based decision-making, increase the added value, competitiveness, and resilience of tourism, promote sustainable transformation, personalize experiences for guests, improve the knowledge and digital competences of employees, and ensure a higher quality of life for the local population. This is also the mission of this strategy. In the five key areas of the strategy (Smart management, Advanced marketing and sales, Smart business solutions, Competitive personnel, and Cross-sector cooperation), 17 measures were designed, which will be implemented throughout the entire strategic period until 2026.

The goals set by the strategy are ambitious but achievable. The most important are: by 2026, 20% of employees in tourism will participate in education in the field of digital transformation, 25% of tourism companies and 75% of leading destinations are included in the digital transformation index, 500 tourism providers are included in the Slovenian "marketplace" (e-marketplace), etc. Clear strategic goals and designed measures will form the basis for monitoring the overall progress of the digital transformation of Slovenian tourism, increase the quality of decision-making and the efficiency of management at all levels of tourism.

Having this strategic document is very important. However, it is equally important that we created it together in a collaborative process with various stakeholders in Slovenian tourism.

b) Developing data-driven tourism management for destinations

CZ

The CzechTourism developed and manages own information and data website where DMOs can find results of various researches and interactive data collections. See the Tourdata website on following link: Tourdata – <https://tourdata.cz/>.

DE

Machine translation:

At the end of June 2023, the Knowledge Graph for German tourism was launched. To this end, the DZT has implemented a tourism open data project in cooperation with the state marketing organisations. In order to make efficient use of the possibilities of digital technologies – such as AI – in tourism marketing, data from the different structures must be brought together and found and readable in a uniform structure. With this focus on an open data culture and infrastructure, the tourism sector is pioneering beyond industry boundaries. The Knowledge Graph provides the basis for new, AI-based business models along the entire tourism value chain.

Original text:

Ende Juni 2023 ist der Knowledge Graph für den Deutschland-Tourismus gestartet. Die DZT hat hierzu in Zusammenarbeit mit den Landesmarketingorganisationen ein touristisches Open Data Projekt umgesetzt. Um die Möglichkeiten digitaler Technologien – beispielsweise KI– in der touristischen Vermarktung effizient einzusetzen, müssen Daten aus den unterschiedlichen Strukturen zusammengeführt und in einer einheitlichen Struktur auffindbar und lesbar werden. Mit diesem Fokus auf einer offenen Datenkultur und -infrastruktur leistet der Tourismussektor über Branchengrenzen hinaus Pionierarbeit. Der Knowledge Graph bietet die Grundlage für neue, KI-basierte Geschäftsmodelle entlang der gesamten touristischen Wertschöpfungskette.

<https://open-data-germany.org/>

Machine translation:

Nature tourism is increasingly in demand and thus offers regional economic potential for rural areas, but also faces growing tasks and (protection) demands in the national natural landscapes. Even environmentally friendly tourism and nature sports can create pressures and conflicts of use, which have intensified in some regions due to temporary contact and travel restrictions during the COVID-19 pandemic in 2020 and 2021. Here, the BMUV supports projects for better education and mutual consideration as well as guest management. A focus is also on the digital use of information / platforms and steering with the support of artificial intelligence, such as in the AI lighthouse project "AI-based recommenders for sustainable tourism".

Original text:

Naturtourismus wird zunehmend nachgefragt und bietet dadurch regionalwirtschaftliche Potenziale für den ländlichen Raum, steht aber auch wachsenden Aufgaben und (Schutz-)Ansprüchen in den Nationalen Naturlandschaften gegenüber. Denn auch durch grundsätzlich umweltverträgliche Tourismus- und Natursportarten können Nutzungsdruck und -konflikte entstehen, die sich in einigen Regionen aufgrund der zeitweisen Kontakt- und Reisebeschränkungen während der Covid-19-Pandemie 2020 und 2021 noch verstärkt haben. Hier fördert das BMUV Projekte zur besseren

Aufklärung und gegenseitigen Rücksichtnahme sowie zum Gästemanagement. Einen Schwerpunkt stellt dabei auch die digitale Nutzung von Informationen / Plattformen und die Lenkung mit Unterstützung Künstlicher Intelligenz dar, wie z.B. im KI-Leuchtturm-Projekt „AI-basierter Recommender für nachhaltigen Tourismus“.

<https://www.z-u-g.org/aufgaben/ki-leuchttuerme/projektuebersicht/air/>

IE

The Central Statistics Office (CSO) publishes domestic and outbound travel patterns involving overnight and same-day trips of Irish residents under its quarterly Household Travel Survey series.

The survey includes estimates of trips, nights and average length of stay of Irish residents by main county visited.

Fáilte Ireland, the national tourism development authority summarises these statistics and publishes them on its corporate website (see link to latest below). Fáilte Ireland's publication also includes estimates on domestic tourism revenue by county which are generated in-house.

<https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/Publications/domestic-trips-and-revenue-by-county-2022.pdf?ext=.pdf>

ES

The State Secretariat for Tourism alongside with SEGITTUR have developed an Intelligent Tourism Destination model. The aim is to consolidate on a state-of-the-art technological infrastructure, which guarantees the sustainable development of the tourist territory, accessible to all, facilitating the interaction and integration of the visitor with the environment and increasing the quality of their experience in the destination and the improvement of the quality of life of the resident. ¿Qué es el modelo DTI? - DTI (destinosinteligentes.es)

CY

Since 2022 the Deputy Ministry uses Online Reputation Management in order to have an up to date image of the destination abroad and according to its data and takes measure for improvement.

LT

Lithuania is also expanding the Tourism Data Dashboard to monitor the tourism sector. The Dashboard shows publicly available and systematized accommodation, employment and balance of payments data as well as import and export data provided by Statistics Lithuania, linked to the Travel Tech Sandbox. The Dashboard also features statistical indicators describing the mobility patterns of foreign travellers visiting Lithuania, based on passive mobile positioning data. The indicators are calculated and analyzed to improve the travel experience of tourists, to promote investments in local businesses creating new tourism services or products as well as to improve the current tourism infrastructure, and to optimize the efficiency of Lithuania Travel's operations. Mobile data can cover all foreign visitors, not just those using tourist accommodation, which provides a comprehensive overview for decision-makers. Interpreting this data requires basic knowledge of mobile data principles and comes with challenges such as accuracy issues, limited granularity, and high costs.

LU

Luxembourg for Tourism data space - digital infrastructure for all public stakeholders (extendable to private stakeholders at a later stage) National tourist database serves as authentic source for all tourism data

MT

The Malta Tourism Authority is at an advanced stage of developing an AI driven data management system which should be up and running by 2025.

AT

Following a pilot project in two tourism regions on “Regional Information and Monitoring Systems” (RESY), a new publicly accessible dashboard serves as a continuous observation and management tool containing data at community level, ranging from the number of visitors and enterprises to labour market, mobility and environmental data. It allows for comparison of key indicators between individually-selectable territories (600 regions and 2093 municipalities).

It includes 30 base indicators in five areas:

- Demography (e.g. population structure, average age, education, size of households)
- Economy (business sizes, number of employees, share of self-employed persons, share of unemployed persons, part-time employees)
- Tourism (average length of stay, overnights, tourism intensity, bed capacity, occupancy rate, guest structure)
- Infrastructure and mobility (e.g. access to public transport, broadband internet access, land prices)
- Energy and environment (e.g. energy consumption and CO2 emissions, days of heat, potential hours of technical snowmaking, soil sealing).

The tool was developed in cooperation with the Federal Ministry of Agriculture, Forestry, Regions and Water Management. More information: <http://www.resy-dashboard.at/>

PL

For tourists from Poland and abroad, there is a comparator of offers for domestic and foreign hotels, airline tickets and car rentals <https://www.kayak.pl/stays>

PT

The dedicated knowledge sharing platform TravelBI, developed by Turismo de Portugal, disseminates data on the tourism industry in Portugal, main national and international trends and dedicated studies, surveys and reports in relevant topics for the tourism stakeholders. The platform is publicly available and has gathered a lot of interest from stakeholders: <https://travelbi.turismodeportugal.pt/en/> (PT and ENG).

FI

The new Visit Finland Border Survey was launched in March 2023 to measure the number of arrivals, spending, carbon footprint and segmentation of international tourists in Finland. Statistics Finland and commercial partners Norstat Finland and TAK assist Visit Finland in collecting and disseminating the data. The research is financed by the EU's Resilience and Recovery Facility (RRF), which supports development measures for sustainable and digital growth in the tourism sector. The results from the survey are published as database tables at Visit Finland's Ru-dolf statistical database. In terms of dissemination, a new approach is to publish the interview data as open data at [avoindata.fi](https://visitfinland.stat.fi/PXWeb/pxweb/en/VisitFinland/). This enables more detailed analysis, dashboards, as well as commercial and scientific use.

<https://visitfinland.stat.fi/PXWeb/pxweb/en/VisitFinland/>

<https://www.avoindata.fi/data/fi/dataset/visit-finland-matkailijamittari>

<https://www.visitfinland.fi/suomen-matkailudata/matkailijamittari>

Visit Finland is in progress of developing destination-level CO2 measurement model, which is currently being piloted with one DMO. Please read about destination-level CO2-measurement project on page 20: State of Sustainable Tourism 2023 (visitfinland.fi).

<https://www.visitfinland.fi/49d3e7/globalassets/visitfinland.fi/vf-julkaisut/2024/state-of-sustainable-tourism-2023.pdf>

Together with industry stakeholders, Visit Finland has launched tools for DMOs to obtain comparable, reportable destination level data. Citizen and visitor survey tools, that create comparable data, are also available for DMOs. <https://www.visitfinland.fi/liiketoiminnan-kehittaminen/kyselytyokalut-alueorganisaatioille>

In addition, Visit Finland has improved their sustainability statistics by adding destination activeness in terms of business network size and number of national Sustainable Travel Finland labelled businesses by destination. This allows destinations a better comparability, transparency and benchmarking, and also draws a picture of the actual size of the tourism industry measured by number of active tourism businesses. Moreover, in the same dashboard Visit Finland has recently added a destination filtering, which allows examination of businesses' sustainability performance on destination level. <https://www.visitfinland.fi/suomen-matkailudata/sustainable-travel-finland-tilastot>

c) R&I for tourism services with advanced technologies (e.g. virtual reality, digitalisation of cultural heritage, etc).

CZ

Support for research and development in services is generally supported through the operational program Technology and applications for competitiveness (a program implemented by the Ministry of Industry and Trade of the Czech Republic - <https://www.optak.cz/>). The program is made up of sub-programs to support manufacturing companies and service companies. The Innovation sub-programme is intended to support the introduction of research and development results in the form of product and process innovation into business practice. Through the projects, it is thus possible to support the introduction of innovation, proof of concept, innovation vouchers or knowledge sector partnerships.

The use of modern technologies and digitization can also be part of projects implemented within the framework of IROP to support the preservation of the values of cultural heritage in the Czech Republic and increase interest in it, improve the condition of monuments and museums, develop educational activities in the field of cultural heritage and develop sustainable tourism. Information about successful projects supported by IROP can be found on the website DotaceEU - <https://dotaceeu.cz/cs/kde-evropske-dotace-pomahaji>, or map portal DotaceEU - <https://dotaceeu.cz/cs/statistiky-a-analyzy/mapa-projektu?search=&Theme=7®ion=0&period=20142020&city=0&program=0&priorAx=0&Grant=0&rok=0&KODSTR=0>. Modern technologies can also be used for the preparation of the monument's own reconstruction or, to support research and educational activities, interpretation or as part of the own exhibition.

DE

Machine translation:

The aim of the BMBF-funded project GOETHE-LIVE-3D is to develop and evaluate novel immersive visitor experiences and participation formats for hybrid museums. Virtual and augmented reality technologies facilitate the transfer of information and knowledge as well as the joint examination of spatial-temporal relationships. The new technologies enable active participation in social and cultural events - even without having to be on site at a certain time.

Original text:

Ziel des vom BMBF geförderten Projektes GOETHE-LIVE-3D ist es, neuartige immersive Besuchererlebnisse und Partizipationsformate für hybride Museen zu entwickeln und zu evaluieren. Technologien der virtuellen und erweiterten Realität erleichtern die Vermittlung von Informationen und Wissen sowie die gemeinsame Auseinandersetzung mit räumlich-zeitlichen Zusammenhängen. Die neuen Technologien ermöglichen hierbei die aktive Teilnahme an sozialen und kulturellen Ereignissen - auch ohne zu einem bestimmten Zeitpunkt vor Ort sein zu müssen.

<https://www.interaktive-technologien.de/projekte/goethe-live-3d>

Machine translation:

Among other things, the BMEL supports research projects aimed at exploiting the potential of digitalisation to strengthen regional value chains. For example, some joint projects from the "Notice for the Promotion of Artificial Intelligence (AI) in Agriculture, the Food Chain, Health Food and Rural Areas" deal with the topic of regional marketing.

Original text:

Durch das BMEL werden u. a. Forschungsprojekte gefördert, die darauf abzielen, die Potentiale der Digitalisierung zur Stärkung regionaler Wertschöpfungsketten zu nutzen. So befassen sich zum Beispiel einige Verbundvorhaben aus der „Bekanntmachung zur Förderung der Künstlichen Intelligenz (KI) in der Landwirtschaft, der Lebensmittelkette, der gesundheitlichen Ernährung und den Ländlichen Räumen“ mit dem Thema der regionalen Vermarktung.

<https://www.bmel.de/ki>

IE

Virtual and Augmented Reality technologies opened new horizons in preserving and presenting cultural heritage. A lot of cultural institutions in Ireland adopted virtual tours of Galleries as a result of Covid. This includes our national art galleries and virtual tours of our Government headquarter, the Oireachtas.

The Government's National Archives has developed a Genealogy website to facilitate access to digitised collections that are useful to family and local history research. Access to these records is free of charge. All of these collections have been indexed and are searchable by name and location. There are records dating all the way back to 1596.

The National Archives also holds a number of private collections, including business records, some landed estate collections and private donations. These collections are particularly useful for anyone interested in researching the political, social and economic development of Ireland from the 18th century to the present day.

<https://genealogy.nationalarchives.ie/>

The Digital that Delivers programme is a ground-breaking initiative from Fáilte Ireland, designed to power digital transformation for visitor attractions, activity providers and day tours over a two-year period. This programme supports businesses to showcase their product in front of more domestic and international customers, grow online sales and develop their digital skills. Businesses on this programme will become more promotable, searchable, and ultimately bookable online. Fáilte Ireland is delivering this programme in partnership with leading digital experts to provide training, mentoring and financial supports to participants. These include a bespoke digital roadmap and action plan, grant funding for digital transformation projects to enable multiple areas of digitalisation including new website development, implementation of online booking systems, new content and digital marketing all underpinned by a data measurement and insights programme supporting businesses in making data-driven decisions.

Over 220 businesses graduated from the programme in 2023 while up to a further 400 businesses will participate in the programme from 2024 to 2026. A total of €8.4 million in investment grant-aid has been awarded to the end of 2023. Fáilte Ireland anticipates this investment will result in additional economic activity of €408 million over a 10-year period, supporting 11,000 sustainable jobs throughout Ireland.

MT

Launched in January 2023, The Horizon Europe ENIGMA Project is a three-year initiative focused on creating sustainable strategies to combat the illicit trafficking of cultural goods. This project brings together an interdisciplinary team of academics and scientists to establish mechanisms for tracing, protecting, safeguarding, and repatriating cultural artifacts. By fostering collaboration with domestic and international authorities, ENIGMA aims to develop a comprehensive framework to address the challenges of cultural property trafficking, ensuring the long-term preservation of cultural heritage. Link available at: <https://heritagemalta.mt/projects/enigma-european-project/>

Heritage Malta is also at the forefront of addressing climate change's impact on cultural heritage through the Horizon Europe STECCI Project. This initiative involves the assessment and conservation of medieval tombstones, known as stecci, in Bosnia and Herzegovina and surrounding regions. By applying advanced digitization technologies, Heritage Malta will conduct high-resolution climate scenario analyses and remedial conservation. The project aims to develop best practices for monitoring and conserving cultural heritage, promoting socio-economic and creative entrepreneurship in local communities, and implementing valorization strategies across Europe. Link available at: <https://heritagemalta.mt/projects/horizon-europe-stecci/>

IMPULSE — IMmersive digitisation: uPcycling cULTural heritage towards new reviving StratEgies — is an EU-funded initiative launched on February 2nd, aimed at revolutionizing the digitization of cultural heritage. The project seeks to transform the interaction and engagement with cultural heritage through immersive technologies, revitalizing timeless narratives. The project brings together researchers, artists, cultural heritage practitioners, CCSIs, local institutions, and other relevant stakeholders to collaboratively explore immersive narratives, extending their reach across Europe and beyond. Key objectives include enhancing accessibility to cultural heritage via XR technology, fostering diverse narratives and audience engagement, and improving the access and presentation of digitized cultural content to support education and creativity within the Metaverse. Additionally, IMPULSE aims to streamline digitization processes for immersive environments, prioritizing usability for education, arts, and CCSIs. The project will also develop legal frameworks and solutions to address risks and barriers in utilizing cultural heritage data within immersive technologies, fostering collaboration and

capacity building through tailored engagement platforms and initiatives. Link available at: <https://heritagemalta.mt/projects/impulse-horizon-digitisation-project/>

PT

In addition to the Tourism 4.0 program, the NEST - Tourism Innovation Center was created to accelerate the digital transition of the tourism sector. This center is a partnership between Turismo de Portugal, Google, Microsoft, NOS (Telecom), Brisa (Mobility), ANA (Airports), BPI and Millennium (Banks), entities that, due to their size, nature and expertise, are essential to accelerate the digital transition process in Portugal.

SI

Slovenia is one of the leading countries in Europe in digital innovation of cultural heritage into enriched tourist experiences. One of the measures implemented by Ministry of Economic Development and Technology in the year 2022 is the Portal of Digitalised Cultural Heritage in leading tourist destinations, which is publicly available on the address: <https://www.dikd.si/en/>

Between 2019 and 2022, 31 leading tourist destinations digitized at least three examples of registered cultural heritage and developed at least one new tourist experience. Altogether, there are more than 100 different facilities of immovable cultural heritage, and based on them the tourist destinations will develop unique tourist five-star experiences, under the brand name "Slovenia Unique Experience". All the projects were stimulated under the MEDT Public call for projects of raising the competences in leading tourist destinations and the development of tourism offer. They are accessible to tourists and the professional tourist public, the creative industries, and will also be integrated into international cultural heritage portals (e. g. Europeana) and dedicated to national archives. Slovenia's goal in this area is to become the leading country in Europe, which will create unique tourist experiences through systematic digitisation of cultural heritage. As part of the international project "ECTN Awards 2021 – Destination of Sustainable Cultural Tourism 2021", MEDT won second place in the category "Digitisation of sustainable cultural tourism towards the development of smart destinations". The leading tourist destination Maribor won the first place with its project at the same competition.

d) Making tourism-relevant data available e.g. through national data hubs, national data spaces or through open datasets at data.europa.eu

CZ

Most interested data on tourism for our purposes are published at the national level, primarily on the website of the Czech Statistical Office (CSO) - including the possibility to generate your own required outputs from the public database of the CSO: <https://csu.gov.cz>. These statistical data includes: a) capacity and arrivals to the collective accommodation establishments of the Czech Republic including data on the hotels themselves, b) data on outbound and domestic tourism, c) Tourism Satellite Account of the Czech Republic /macro data on the tourism industry-sector/. The Czech National Bank (CNB, <https://cnb.cz>), publishes quarterly data on total income from tourism sector and total expenditures on tourism as part of the balance of payments. These revenues and expenditures of the Czech Republic are also available broken down by individual states. The state agency CzechTourism (<https://czechtourism.cz>) within the department of the Ministry of Regional Development operates the Tourdata web server, which presents in an interesting way both the mentioned CSO and CNB data, as well as its own marketing research on inbound, domestic and outbound tourism, as well as basic information on Czech tourist information centres, reports on the most visited tourist destinations of

our country, information from its foreign representations etc. The Ministry (<https://mmr.gov.cz>) publishes data on travel agencies, tourism guides or some statistical data on its website (e.g. results of research on inbound tourism using GSM data).

As requested the foreign sources - we primarily use information of the UNWTO (mainly the Tourism Barometer instrument), OECD, Eurostat, the Austrian Tourmis system, WTTC, etc.

DE

Machine translation:

The aim of the BMBF-funded project GOETHE-LIVE-3D is to develop and evaluate novel immersive visitor experiences and participation formats for hybrid museums. Virtual and augmented reality technologies facilitate the transfer of information and knowledge as well as the joint examination of spatial-temporal relationships. The new technologies enable active participation in social and cultural events - even without having to be on site at a certain time.

Original text:

Ziel des vom BMBF geförderten Projektes GOETHE-LIVE-3D ist es, neuartige immersive Besuchererlebnisse und Partizipationsformate für hybride Museen zu entwickeln und zu evaluieren. Technologien der virtuellen und erweiterten Realität erleichtern die Vermittlung von Informationen und Wissen sowie die gemeinsame Auseinandersetzung mit räumlich-zeitlichen Zusammenhängen. Die neuen Technologien ermöglichen hierbei die aktive Teilnahme an sozialen und kulturellen Ereignissen - auch ohne zu einem bestimmten Zeitpunkt vor Ort sein zu müssen.

<https://www.interaktive-technologien.de/projekte/goethe-live-3d>

Machine translation:

Among other things, the BMEL supports research projects aimed at exploiting the potential of digitalisation to strengthen regional value chains. For example, some joint projects from the "Notice for the Promotion of Artificial Intelligence (AI) in Agriculture, the Food Chain, Health Food and Rural Areas" deal with the topic of regional marketing.

Original text:

Durch das BMEL werden u. a. Forschungsprojekte gefördert, die darauf abzielen, die Potentiale der Digitalisierung zur Stärkung regionaler Wertschöpfungsketten zu nutzen. So befassen sich zum Beispiel einige Verbundvorhaben aus der „Bekanntmachung zur Förderung der Künstlichen Intelligenz (KI) in der Landwirtschaft, der Lebensmittelkette, der gesundheitlichen Ernährung und den Ländlichen Räumen“ mit dem Thema der regionalen Vermarktung.

<https://www.bmel.de/ki>

IE

Fáilte Ireland, the national tourism development authority is making certain data available under the Government Open Data Initiative. The concept of Open Data is about making data held by public bodies available and easily accessible online for reuse and redistribution. Open Data forms a core element of the Open Government Partnership national action plan.

Fáilte Ireland will make more datasets, with relevance to tourism services, available to the public in the future. <https://www.failteireland.ie/Research-Insights/Open-data.aspx>

Currently there is three data sets available to the public with relevance to tourism services.

Accommodation – <https://data.gov.ie/dataset/accommodation>

Activities – <https://data.gov.ie/dataset/activities>

Attractions - <https://data.gov.ie/dataset/attractions>

Fáilte Ireland’s corporate website includes an interactive dashboards page where the public can find a collection of dynamic reporting tools that will allow them to access data quickly and easily, to suit their needs (see link below). Each dashboard contains a short demonstration video to help users navigate and apply the relevant filters.

The dashboards provide information pertaining to:

1. The supply of registered and approved accommodation stock in the Republic of Ireland.
2. Visitor numbers to attractions, based on Fáilte Ireland’s Annual Visitor Attractions Survey.
3. Inbound scheduled access to the island of Ireland, by air and by sea.

<https://www.failteireland.ie/Research-Insights/Interactive-Dashboards.aspx>

The Consumer Planning and Insights team at Fáilte Ireland are responsible for delivering best-in-class research and insights on Ireland’s visitor’s attitudes and behaviours.

The Survey of Overseas Travellers (SOT) is an important research project under the Consumer Planning and Insights team remit at Fáilte Ireland. The aim of the SOT is to determine the behaviour and trip characteristics of overseas tourists to Ireland. It is a face-to-face survey of 10,000 overseas visitors, carried out at the main air and seaports each year. It runs continuous from January to December. Sample size reflects market source, seasonality, and routing of inbound tourists. It employs a complex weighting structure using benchmark data from the Central Statistics Office to ensure the data is as representative of the overseas visitor population to Ireland as possible.

This year marks the first year that data from the Survey of Overseas Travellers will be available post-COVID.

EL

Microsite on data monitoring

To promote Greece as a smart tourist destination, we have developed a digital tool- a microsite- that is supporting data-based policymaking. The microsite is using the most recent digital technology and constitutes a mechanism for monitoring tourism policy at both national and regional level. The microsite is connected to the central website of the Ministry of Tourism and collects the available tourism statistics (i.e., arrivals, overnight stays, air traffic data, travel expenses, etc.), from various data providers (i.e. Bank of Greece, Hellenic Statistical Authority, Hellenic Ports Association). Our objective is to turn the Ministry into a central data hub enabling the tourism ecosystem (citizens, enterprises, policy makers) to be informed on the main tourism figures. According to Law 4727/2020 on the digital governance of the country, the main axis is the open data and the further use of the public data in accordance with the respective European legislation. In this context, only the available and already published statistics are being collected. Updating and enriching the data will be a stable and ongoing process, since the statistical sources will be expanded as the result of the cooperation of the Ministry of Tourism with additional data providers, depending on the availability of new data sets.

“MyDigitalTourism” platform

The digital transition of the tourism sector is a priority of the 2024 Action Plan. Initiatives include the digital transformation of the Ministry and Greek National Tourism Organisation, with the creation of a user-friendly portal for citizens, entrepreneurs and tourists to access information from the Ministry of Tourism. The My Digital Tourism platform aims to streamline processes and encourage investment in tourism. It will facilitate the submission of documents for licensing tourism businesses, the filing of tourist complaints, the inspections of tourism businesses and investigation of complaints, the collection of statistical data on tourist accommodation via a subsystem for recording arrivals and departures, and will provide information on legislation and procedures to establish and operate a tourism business. The platform is expected to be fully operational by the second quarter of 2025 and to benefit over 100 000 businesses.

HR

In the framework of the National Recovery and Resilience Plan (2021-2026) included is also development of the Tourism Sustainable Satellite Account System (TSSA) at the national, regional and destination level and hence it is the first of its kind in the world. In April 2022, the Ministry of Tourism and Sport, the Ministry of Science and Education and the Institute of Tourism (the Institute) signed the "Agreement on partnership in the implementation of activities within the framework of the reform envisaged by the National Recovery and Resilience Plan" for the establishment of the TSSA System. The project will last until the middle of 2026. The components of the TSSA System are:

- Tourism Sustainability Satellite Account of the Republic of Croatia (TSSA-RC); contains economic and environmental data for NUTS 1, HR0 level
- Regional Tourism Satellite Accounts (R-TSA); contains economic data for NUTS 2 level (HR02, HR03, HR05 and HR06), with an emphasis of the NUTS 3 regions of Adriatic Croatia
- Regional Tourism Sustainability Satellite Accounts (R-TSSA); contains economic and environmental data for NUTS 2 level (HR02, HR03, HR05 and HR06), with the emphasis on the NUTS 3 regions of Adriatic Croatia, including societal data of 10 selected destinations
- Indicators of tourism sustainability.

The major results will be related to the establishment of the methodological framework with data sets and assessments relevant to the economic aspect of tourism and selected environmental issues - energy consumption, GHG emissions, water usage and waste production. The Ministry of Tourism and Sport will conduct research of travel agencies, providers of accommodation and food services, non-commercial tourist services, one-day visitors, road passenger transport, and providers of household accommodation, including the nautical aspect of tourism and attitudes of local residents. The Croatian National Tourist Board also disseminates different market information (profiles, insights), as well as research insight, analysis, etc. available at: <https://www.htz.hr/hr-HR/informacije-o-trzistima/uvodne- napomene>

CY

Cyprus tourism relevant data is available through the Deputy Ministry's of Tourism database at https://www.tourism.gov.cy/tourism/tourism.nsf/statisticstable_el/statisticstable_el?openform

LU

Luxembourg for Tourism data space - digital infrastructure for all public stakeholders (extendable to private stakeholders at a later stage) National tourist database serves as authentic source for all tourism data.

AT

“Austria Tourism” has developed a national Tourism Data Space. The primary objective of the Austrian Tourism Data Space is to facilitate secure and efficient sharing of data across the entire tourism value chain, as well as with adjacent domains such as energy, mobility, culture, construction, and agriculture, both nationally and internationally. For the establishment, a Memorandum of Understanding (MOU) was signed between “Austria Tourism”, the DIO Data Intelligence Offensive, MODUL University, Standortagentur Tirol and TirolWerbung). Several use cases have been developed since including visitor management, tourism infrastructure and artificial intelligence.

More information: <https://www.tourism-dataspace.com/de>

For the newly developed “Regional Information and Monitoring Systems” (RESY) dashboard please see question above.

PL

In Q4 2021, the project entitled Open Data Plus was completed. It was implemented by the Ministry of Development, Labour and Technology (now the tourism-related department is under the Ministry of Sport and Tourism) in cooperation with the Chancellery of the Prime Minister, the Ministry of Finance and the Central Statistical Office. The project was implemented under Axis II of the Operational Programme ‘Digital Poland - eGovernment and Open Government’, sub-measure 2.3.1 ‘Digital access to public sector information from administrative and scientific sources’. This was a continuation and expansion of the activities carried out since 2017 in the ‘Open Data - Access, Standard, Education’ (OD-DSE) project, which aimed to increase the quantity and quality of open public data and enhance its reuse. The benefits of the project include access to the data held in the Public Registers in Tourism, the ability to download the API of the individual Registers, advanced content search, statistical data, map modules (map search, facility information, map navigation), the TourismApp mobile application.

As part of the project, the Registers in Tourism System portal was launched since 30 June 2021 at <https://turystyka.gov.pl/>

Within Register System is available the Central Register of Hotel Facilities (CWOH Register), which is a state-of-the-art promotional instrument, as well as a collection of verified data on hotels and other accommodation facilities (categorised by marshal offices) according to entry in the relevant municipal register (maintained by the mayor of the municipality). In the option ‘Map of objects’ it is possible to search for the location of monuments, memorials, etc.

PT

Portugal developed a dedicated knowledge sharing platform (TravelBI by Turismo de Portugal) which disseminates data on the tourism industry in Portugal, main national and international trends and dedicated studies, surveys and reports in relevant topics for the tourism stakeholders.

The platform is publicly available at Turismo de Portugal’s dedicated website and has gathered a lot of interest from stakeholders (+56k users and +310k page visualizations and 10k followers in social media).

More information here: <https://travelbi.turismodeportugal.pt/en/> (PT and ENG).

This platform also includes open data tools and a geo data platform (SIGTUR) which users may explore: <https://sigtur.turismodeportugal.pt/>

SI

The creation of the National Tourism Information Centre is part of a horizontal development policy led by the Slovenian government in the field of digitalisation. This on-going project, managed by the Slovenian Tourist Board, aims to create a unique data hub where local, national, and international tourism-relevant data will be collected and processed, to enable and ease the data-driven decision-making. NIS's focus will be on 13 acceleration of green and digital transition and the upgrading of the Green Scheme of Slovenian tourism. The implementation of a comprehensive information hub began at the end of 2022 and is expected to be completed by the end of 2025.

The project covers two parallel phases:

- Implementing of a modern digital analytical tool for measuring the impacts of tourism on all leading Slovene tourism destinations, to foster the industry's sustainable transition.
- Measuring tourism flows and determining the carrying capacity of leading destinations and the geographical distribution of tourism development in a more sustainable way.

NIS

The prototype development phase with the analysis of data sources, preparation of functional specifications, implementation design and architectural scheme for the NIS hub has been carried out and completed in 2023. The implementation phase is due to be commenced in 2024. Due to the complexity of the project, experts from several fields, such as information technology experts, data analytics, experts on artificial intelligence and machine learning, will participate in the implementation phase.

FI

Visit Finland Border Survey measures the number of arrivals, spending, carbon footprint and segmentation of international tourists in Finland. Statistics Finland and commercial partners Norstat Finland and TAK assist Visit Finland in collecting and disseminating the data. The results from the survey are published as database tables at Visit Finland's Rudolf statistical database. In terms of dissemination, a new approach is to publish the interview data as open data at [avoindata.fi](https://voindata.fi). This enables more detailed analysis, dashboards, as well as commercial and scientific use.

<https://visitfinland.stat.fi/PXWeb/pxweb/en/VisitFinland/>

<https://www.avoindata.fi/data/fi/dataset/visit-finland-matkailijamittari>

<https://www.visitfinland.fi/suomen-matkailudata/matkailijamittari>

Data of national Sustainable Travel Finland labelled businesses and destinations is available in dashboards. <https://www.visitfinland.fi/suomen-matkailudata/sustainable-travel-finland-tilastot>

Visit Finland Data Hub is a database where Finnish travel companies can register and insert data of their company and travel services and products. Through the interface (API) different digital publishers can retrieve and publish travel data. The data is available in dashboards. <https://www.visitfinland.fi/suomen-matkailudata/datahub-tilastot>

<https://datahub.visitfinland.com/>

The Finnish Heritage Agency and its partners recently produced a 3D model of Petäjavesi Old Church to help preserve valuable information of this cultural heritage site for future generations. Petäjavesi Old Church is inscribed on UNESCO's World Heritage List, and thus, is a particularly important and representative building not only in Finland but also in Europe. The public can access the 3D model

online, free of charge, at Finna.fi and on the Finnish Heritage Agency's Finna page. The 3D model is also available through the Europeana Initiative, which displays a wide range of information on European digital cultural heritage. https://okm.fi/-/petajaveden-vanha-kirkko-tallennettiin-3d-malliksi?languageld=en_US

Finna.fi is a search service that collects material from hundreds of Finnish organisations such as archives, libraries and museums. It hosts millions of items, providing access to them free of charge. The National Library of Finland receives funding from the Ministry of Education and Culture to maintain and develop the Finna service continuously in cooperation with archives, libraries, museums and other partners. The service features a location-based search function, inter alia.

<https://www.finna.fi/>

<https://www.finna.fi/Search/StreetSearch?go=1>

e) Supporting take-up of digital tools and channels by tourism SMEs

CZ

Certified tourist information centres measure their attendance in an electronic system, which is displayed for each region and the entire Czech Republic. <https://statistika.aticcr.cz/open-navstevnost.php>

As DIH Tourism 4.0 (an NGO founded by BizGarden, Ltd, ČÚCR (Czech Union of Tourism Industry) and AMSP (Association of SME's) we did mentor 9 SME's and supported the implementation of green and digital measures in their businesses. The project have been successfully implemented. Provided support was managed by the Czech Cluster Association through the Eurocluster Rural Tourism initiative <https://www.euroclusterruraltourism.eu/>

The company BizGarden s.r.o. (founder of DIH Tourism) has been managing and financing projects co-financed through the COSME programme cascade financing in the project DigiTour (<https://digitour-project.eu/>). We provided two 20.000 EUR vouchers to companies consortiums and 10 1.000 EUR Vouchers to SME's which have been used for the uptake of digital services in tourism SME's. <https://digitour-project.eu/voucher-2-projects/>

DE

Machine translation:

As of 01.05.2023, the Mittelstand-Digital Zentrum Tourismus has started its work. It addresses small and medium-sized enterprises from the German tourism industry as a nationwide contact point for the economically, ecologically and socially sustainable implementation of the secure digital transformation. In practical operation, the Mittelstand-Digital Zentrum Tourismus will provide low-threshold access to digital technologies, tools, information, expertise and mentoring and, in the course of the digital transformation, will focus on technology and future fields that are particularly relevant for the industry (including AI, data analytics, digital ID and robotics). To this end, findings from digitization projects with tourism companies and other best practices from the tourism environment are to be taken up and made visible and usable by demonstrators.

Original text:

Zum 01.05.2023 hat das Mittelstand-Digital Zentrum Tourismus seine Arbeit aufgenommen. Es adressiert kleine und mittlere Unternehmen aus der deutschen Tourismusbranche als bundesweite Anlaufstelle für die ökonomisch, ökologisch und sozial nachhaltige Umsetzung der sicheren digitalen Transformation. Im praktischen Betrieb wird das Mittelstand-Digital Zentrum Tourismus niedrigschwellige Zugänge zu digitalen Technologien, Tools, Informationen, Fachwissen und Mentoring zur Verfügung stellen und im Zuge des digitalen Wandels beispielhaft für die Branche besonders relevante Technologie- und Zukunftsfelder (u.a. KI, Datenanalytik, Digital ID und Robotik) in den Fokus nehmen. Dazu sollen Erkenntnisse aus Digitalisierungsprojekten mit Tourismusbetrieben und weitere Best-Practices aus dem Tourismusumfeld aufgegriffen und durch Demonstratoren sicht- und nutzbar gemacht werden.

<https://www.mittelstand-digital.de>

Machine translation:

With the "go-digital" funding program, the BMWK supports small and medium-sized enterprises and craft enterprises in the digital transformation. It supports tailor-made consulting services and the concrete implementation of digitisation measures in the company by authorised consulting companies in the modules "Digitalisation Strategy", "IT Security, Digitalised Business Processes", "Data Competence (go-data)" and "Digital Market Development". The beneficiaries of the program are legally independent enterprises in the commercial economy, including crafts, with fewer than 100 employees and a previous year's turnover or balance sheet not exceeding EUR 20 million. Consulting and implementation services are funded with a funding rate of up to 50 percent to a maximum consulting daily rate of 1,100 euros. The maximum funding amount is 16,500 euros. The funding amount is a maximum of 30 days in a period of six months. In order to relieve SMEs of bureaucratic requirements, the authorized consulting companies also take over the application and billing of the funding.

Original text:

Mit dem Förderprogramm „go-digital“ unterstützt das BMWK kleine und mittlere Unternehmen und Handwerksbetriebe in der digitalen Transformation. Gefördert werden passgenaue Beratungsleistungen und die konkrete Umsetzung von Digitalisierungsmaßnahmen im Unternehmen durch autorisierte Beratungsunternehmen in den Modulen „Digitalisierungsstrategie“, „IT-Sicherheit, Digitalisierte Geschäftsprozesse“, „Datenkompetenz (go-data)“ und „Digitale Markterschließung“. Begünstigte des Programms sind die rechtlich selbständigen Unternehmen der gewerblichen Wirtschaft einschließlich des Handwerks mit weniger als 100 Beschäftigten und einem Vorjahresumsatz oder einer Vorjahresbilanz von höchstens 20 Mio. Euro. Gefördert werden Beratungs- und Umsetzungsleistungen mit einem Fördersatz von bis zu 50 Prozent auf einen maximalen Beratertagesatz von 1.100 Euro. Die Höchstfördersumme beläuft sich auf 16.500 Euro. Der Förderumfang beträgt maximal 30 Tage in einem Zeitraum von einem halben Jahr. Um KMU von bürokratischen Erfordernissen zu entlasten, übernehmen die autorisierten Beratungsunternehmen auch die Beantragung und Abrechnung der Förderung.

<https://www.bmwk.de/Redaktion/DE/Artikel/Digitale-Welt/foerderprogramm-go-digital.html>

IE

The Digital that Delivers programme is a ground-breaking initiative from Fáilte Ireland, designed to power digital transformation for visitor attractions, activity providers and day tours over a two-year period). This programme supports businesses to showcase their product in front of more domestic and

international customers, grow online sales, and develop their digital skills. Businesses on this programme will become more promotable, searchable, and ultimately bookable online.

As part of the programme, participating businesses can be supported in the development of a bespoke digital roadmap tailored to their specific digital needs, implement digital systems that drive operational efficiency and become more efficient with new technology through a dedicated programme of capability building including access to a suite of online learning tools, toolkits, webinars, expert-led workshops and 1-2-1 support.

To maintain long-term benefits of this free-to-participate programme, participating businesses allocate two to four days per month to attend training, meetings and to implement the recommended new technology systems and actions for their business.

Now in its 3rd year, this programme has helped to transform the online presence of hundreds of visitor experiences, delivering a step change in their online sales, digital capability, and operational efficiency. Over 220 businesses graduated from the programme in 2023, while up to a further 400 businesses will participate in the programme from 2024 to 2026.

A total of €8.4 million in investment grant-aid has been awarded to the end of 2023. Fáilte Ireland anticipates this investment will result in additional economic activity of €408 million over a 10-year period, supporting 11,000 sustainable jobs throughout Ireland.

<https://www.failteireland.ie/digitalthatdelivers.aspx>

MT

There are aid schemes under Business Enhance which support digitalization initiatives by enterprises. While this scheme is not specific to tourism operators, tourism is one of the identified sectors in Malta's Recovery and Resilience Plan, under which the scheme is issued. Enterprises in this sector may be awarded additional marks for proposals addressing the identified priorities. Link available at: <https://fondi.eu/business-enhance/>

AT

Digitalisation is one of the 9 key areas of action of Austria's national tourism strategy "Plan T – Masterplan for Tourism".

The KMU.DIGITAL programme supports Austrian SMEs (also in tourism) by providing advice on the topics of business models and processes (incl. resource optimisation), e-commerce and online marketing, IT and cybersecurity as well as digital administration. The further implementation of digitisation projects is also supported by new investments.

In 2023, the Austrian National Tourism Organisation Austria Tourism (ÖW) has launched the AI-powered chatbot "AI-Concierge" on austria.info to support guests with planning their trips to Austria. The chatbot uses ÖW content and generative AI services like ChatGPT to respond quickly and intuitively to inquiries. Initially targeting the DACH region (Germany, Austria, Switzerland), it is continuously being developed. The potential of AI to provide personalized and efficient service in tourism is an innovative way to cater the needs of guests. The AI-Concierge is designed to be an inspiration source for planning vacations in Austria and is already being used by the Wagrain-Kleinarl Tourist Board and Carinthia Tourism.

In March 2023 new funding guidelines for tourism SMEs were launched. These include a sustainability bonus of 7% for investments related to the three dimensions of sustainability: ecological, social, economic. Enterprises will receive the "digital" sustainability bonus, e.g. for investments in hardware

and software contributing to the digitalisation of business models and processes, improvement of IT and cybersecurity, digital transformation of sales and distribution processes. More information: <https://www.oeht.at/>

Austria is currently analysing the feasibility of the digitalisation of guest registration including organisational, technical and legal aspects.

PL

As part of the European Funds for a Modern Economy 2021-2027 (FENG 2021-2027) programme, Industrial Development Agency S.A. has launched the Dig.IT Digital Transformation grant project for Polish SMEs. For micro, small and medium-sized enterprises (SMEs) from across Poland, from industry and manufacturing and services to industry, it offers non-refundable grants under de minimis aid for the implementation of specialised digital solutions in Polish companies. Areas of digital transformation supported in the grant part of the project:

- Process automation and business analytics,
- Digital sales and customer contact,
- Use of cloud solutions,
- Use of artificial intelligence and machine learning,
- Cyber security,
- Management of company resources using IT solutions.

Grants will cover the purchase of state-of-the-art digital technologies (software), fixed assets (IT equipment) and training for employees. An enterprise can obtain a grant equivalent to a maximum of €200,000. The intensity of the support will be up to 70% of the net cost of the investment. More information at the link: <https://nowedotacjeunijne.eu/feng-dig-it-transformacja-cyfrowa-polskich-msp/>

PT

The Fostering Innovation in Tourism initiative includes dedicated programs to improve digitalization of SME's in Portugal.

<https://business.turismodeportugal.pt/pt/Conhecer/Inovacao/programa-fit/Paginas/default.aspx>

SI

<https://www.podjetniskisklad.si/podpora-mikro-malim-in-srednje-velikim-podjetjem-na-poti-k-digitalizaciji/>

Shared best practices on resilience

a) Digitalisation of travel documents and procedures

CZ

Electronic ID - In addition to all standard functions associated with personal identity verification, the activated ID card can be used for verifying identity when using online public administration services. It

can also be used as a carrier for qualified and authentication certificates and, for example, for signing electronic documents. It functions as an identity medium at the highest level of assurance (LoA), eliminating the need to remember dozens of access credentials for individual public administration services. It can serve as a carrier for qualified and authentication certificates, and there is no need to acquire another carrier (smart card, token). The greatest risk is always associated with the user's behavior. The data contained in the identification certificate is protected by a personal identification code that should only be known to its holder. Access to the Citizen Portal is again associated with entering access credentials, and the data displayed here is always retrieved from public administration information systems after user login; the portal does not create or hold any separate database (<https://edoklady.gov.cz/>).

Czechia is developing a new e-Turista platform to serve as a register of all accommodation facilities in the country. The platform, due to be launched in 2025, aims to help reduce the administrative burden on entrepreneurs, provide better tourist data and enable the collection of local tourist fees. Developed by the Ministry of Regional Development, the Register will be compulsory for all types of accommodation facilities, including shared accommodation platforms such as Airbnb, Booking, Expedia Group and Tripadvisor. Implementation of the project requires legislative changes and the development of the system to provide real-time information on the number and composition of domestic and foreign tourists. The information system will serve as an interface for the payment of local accommodation fees and for sending mandatory reports to the Foreign Police and other authorities. The register will also serve as a single digital point of contact, in accordance with the newly prepared EU regulation on short-term accommodation rentals.

PL

From 20 April 2023, at F. Chopin Airport in Warsaw, it is possible to issue a temporary passport 'on the spot' in the event that a passport is lost, forgotten, destroyed or no longer valid. To issue a temporary passport, it is necessary to have a valid proof of identity. The document is issued on the basis of an airline ticket for the period of travel and is valid for the period indicated therein, up to a maximum of 365 days from the date of receipt.

<https://www.lotnisko-chopina.pl/pl/paszport-tymczasowy.html>

SI

Electronic ID: The electronic identification means of low assurance level can be used when logging into web applications for which a high level of identification is not required (e.g. online store); application in the health insurance system (being prepared). The electronic identification means of high assurance level is used when logging into web applications (e.g. eGovernment, zVEM, eDavki, Spot, etc.). The qualified certificate for electronic signature is used for electronic signing (used in signature tools, e.g. Adobe Reader, etc.)

FI

The Finnish Border Guard piloted the Digital Travel Credentials (DTC) at Helsinki-Vantaa Airport from 28 August 2023 to 31 March 2024. DTC is a digital version of the traditional passport and enables faster and easier border control without compromising security. This pilot focused on border controls, but in the future, DTC is likely to be introduced in the EU to facilitate travel in various ways, such as at airports. <https://raja.fi/en/dtc>

b) Supporting attractiveness and quality of tourism jobs

DE

Machine translation:

The Federal Government supports employers' efforts to create good, healthy and attractive working conditions, including through the Initiative Neue Qualität der Arbeit (INQA). Together with the social partners, chambers, federal states, municipal umbrella associations, the Federal Employment Agency and the Federal Institute for Occupational Safety and Health, it creates funding projects (INQA experimental rooms) that develop cross-industry solutions for good working conditions and a sustainable working culture even in a changing world of work. The solutions are mainly aimed at SMEs. In addition, the ESF Plus program INQA-Coaching has been implemented under the umbrella of the initiative since 2023. It aims to support SMEs in designing a future-oriented personnel policy and is the successor to the successful enterpriseWert:Mensch plus (uWM plus) program. Almost 450 companies from the tourism industry have used the consulting services of the companyWert:Mensch program in the past.

INQA also provides practical tips, for example in the area of securing skilled workers in the hotel and catering industry.

Original text:

Die Bundesregierung unterstützt die Anstrengungen der Arbeitgebenden zur Schaffung guter, gesunderhaltender und attraktiver Arbeitsbedingungen u. a. mit der Initiative Neue Qualität der Arbeit (INQA). Gemeinsam mit den Sozialpartnern, Kammern, Ländern, kommunalen Spitzenverbänden, der BA sowie der Bundesanstalt für Arbeitsschutz und Arbeitsmedizin schafft sie darin Förderprojekte (INQA-Experimentierräume), die branchenübergreifende Lösungen für gute Arbeitsbedingungen und eine nachhaltige Arbeitskultur auch in einer veränderten Arbeitswelt erarbeiten. Die Lösungen richten sich vornehmlich an KMU. Zudem wird unter dem Dach der Initiative seit dem Jahr 2023 das ESF-Plus Programm INQA-Coaching umgesetzt. Es hat zum Ziel, KMU bei der Gestaltung einer zukunftsgerechten Personalpolitik zu unterstützen und ist Nachfolger des erfolgreichen Programms unternehmensWert:Mensch plus (uWM plus). Knapp 450 Unternehmen aus der Tourismusbranche haben das Beratungs-Angebot des Programms unternehmensWert:Mensch in der Vergangenheit genutzt.

INQA stellt auch praktische Tipps bereit, beispielsweise im Bereich Fachkräftesicherung im Hotel- und Gastronomiegewerbe:

<https://www.inqa.de/DE/vernetzen/netzwerke/aus-der-netzwerkpraxis/gemeinsam-geht-einfach-meer.html>

Mehr Informationen zur Initiative gibt es unter/ More information

<https://www.bmas.de/DE/Arbeit/Digitalisierung-der-Arbeitswelt/Austausch-mit-der-betrieblichen-Praxis/INQA/inqa-neue-qualitaet-der-arbeit.html> oder

www.inqa.de

IE

The Department participates on the Tourism and Hospitality Careers Oversight Group which is a voluntary group that brings together industry representatives, state agencies, Government

Departments and the education sector to collectively drive sustainable employment across the Tourism Industry.

<https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/Publications/tourism-careers-labourr-research-pdf-1-8mb.pdf?ext=.pdf>

The Department of Tourism, Culture, Arts, Gaeltacht, Sport & Media and Fáilte Ireland are also working with industry and Government to ensure a co-ordinated approach to addressing labour and skills shortages.

In 2022 the Department of Tourism, Culture, Arts, Gaeltacht, Sport & Media and Fáilte Ireland worked closely with the Department of Enterprise, Trade and Employment (DETE) to ensure processing times for work permits were reduced significantly. In 2022, 2036 Employment Permit applications for Chefs were processed and processing time reduced from 21 weeks to 2 weeks in that time.

The Department of Tourism, Culture, Arts, Gaeltacht, Sport & Media and Fáilte Ireland have also worked with DETE to increase work permit application success rates by providing information sessions to industry and reducing the failure rate from 40% in 2022 to circa 12% currently.

Chef applications are included with Standard General Employment Permit applications, these currently have a processing time of three weeks.

In 2023, 12,202 Employment permits were issued of which 994 are - Accommodation & Food Services activities.

More information: <https://supports.failteireland.ie/business-supports/hr/recruitment-for-re-opening/guide-to-employment-permits/>

Fáilte Ireland launched the Employer Excellence programme in September 2022 to help participating businesses to improve their employer practices, and enhance their reputation as excellent employers.

The on-going suite of targeted supports being provided by Fáilte Ireland to participating businesses as part of the Programme is driving greater employee engagement in the sector, building the appeal of tourism workplaces and unlocking greater levels of business performance.

As of 2023, over 250 businesses and 27,000 tourism employees were impacted by the programme, which represents more than 10% of the sector's workforce. Their perceptions are changing for the better and career paths are more visible. Of the employees surveyed as part of the Employer Excellence Programme to date, 79% are proud to recommend their workplace to others. Fáilte Ireland's wider labour market research also shows that 88% of employees working in the sector, or looking to join, see tourism as a long-term career choice. Key insights gathered from the first phase of employee surveys were presented to participating businesses, and these are feeding into the development of bespoke supports for businesses— these include dedicated one to one HR expertise, and the Employer Excellence Exchange learning event to help them to enhance their employee experience. Fáilte Ireland also launched the Employer Excellence Programme for micro-businesses so the programme is now open to all tourism businesses with 5 or more employees.

To ensure the future pipeline of talent can see the sector as one that offers a rewarding and credible career choice, Fáilte Ireland also delivered a comprehensive programme of communications to target second level students as well as teachers and guidance counsellors throughout the year. In 2023, Fáilte Ireland engaged directly with 80,000 second level students and guidance counsellors to promote courses and careers in the sector.

To drive a culture of professional development, Fáilte Ireland launched its new online learning platform LearnFI. This supported businesses to upskill their staff from new starters right through to managers covering areas such as induction and professional development modules linked to driving business performance. Over 5,000 employees benefited from this upskilling throughout the year.

Fáilte Ireland also continues to update its recruitment toolkit which has been downloaded by thousands of tourism businesses nationwide. The 2023 version now includes key information for those businesses seeking to recruit international talent, as well as providing key tips to accessing the best local talent.

The new toolkit features newly captured imagery of local tourism staff from businesses across the country.

Fáilte Ireland also has a dedicated toolkit for International Recruitment, providing businesses with specific information and best practice for recruiting talent from international markets.

More info:

<https://supports.failteireland.ie/tourismcareerstoolkit>

<https://supports.failteireland.ie/international-recruitment-guide/>

HR

Regional centers of competence are established as institutions for cooperation between employers and universities. They provide access to quality work-based learning. Centers were financed by Ministry of Tourism and Sport within the call for proposals published in 2019. Financed were activities for the promotion of the professional occupations and the innovative cooperation. This modern approach to education in the regional centers of competence emphasizes strengthening the skills of students and adult participants for entrepreneurship and innovation, as well as activities to promote professions in the tourism and hospitality sector. Through the four-year projects implementation of our six regional centers of competence the quality of vocational education in tourism and hospitality was improved. Results shows that there is a better quality of training and general improvement in formal and informal education in the tourism and hospitality sector. <https://mint.gov.hr/istaknute teme/eu-programi-za-turizam/eu-programi-ministarstva-turizma/strukovno-obrazovanje/9818>

AT

One of the nine key action areas of the national Tourism Strategy “Plan T – Masterplan for Tourism” concerns labour market and aims at “Optimizing the quality of training and better exploiting the potential for business measures to improve the attractiveness of working in the field of tourism.” The Ministry launched an online platform (<https://www.bmaw.gv.at/Themen/Tourismus/Komm-ins-Team-Tourismus.html>) and a specific social media campaign aimed specifically at young people to strengthen the image and attractiveness of the industry and demonstrate the versatility of tourism as an employer. It runs with the title “Team Tourism – strong branch, your chance!”

Numerous further measures are taken:

- Increase of the yearly contingency for seasonal workers in tourism from 1,000 to 2,989 in 2022 and to 3,398 in 2023 and 4,495 in 2024.
- Facilitations for core seasonal workers by loosening criteria; long-standing seasonal workers may receive permanent access to the labour market (red-white-red-card for core seasonal workers).

- Enabling skilled workers from third countries to work in additional professions with a declared lack of skilled workers (e.g. waiter).
- Qualification and support measures of staff

The first high-level exchange on the touristic labour market was held on 4 October 2022 and included stakeholders from social partners, academia, public employment service, and schools in order to discuss the way forward. The second meeting was held in April 2023 and the third in February 2024. In March 2023 new funding guidelines for tourism SMEs were launched. These include a sustainability bonus of 7% for investments related to the three dimensions of sustainability: ecological, social, economic. The funding shall also lead to improvements in the building of employee accommodation and infrastructure. More information: <https://www.oeht.at/>

PL

In the years 2016-2023, the Association of Tourism Employers Lewiatan, together with its partners: the Warsaw School of Economics and the Institute of Tourism in Kraków Sp. z o.o., implemented the project "Sectoral Competence Council for Tourism (SRKT)" under the Operational Programme Knowledge, Education Development 2014-2020 (POWER 2014-2020). The aim of the project was to investigate the matching of employees' competences with the needs of entrepreneurs through the establishment and functioning of the Council. The result of its work are recommendations - solutions or legislative changes in the area of education and its adaptation to the needs of the labour market in the tourism sector.

<https://www.sgh.waw.pl/kgs/sektorowa-rada-ds-kompetencji-turystyki>

SI

The Slovene Tourism Board, together with partner institutions in tourism, is implementing a national campaign to promote professions in hospitality and tourism. The campaign runs under the slogan "I create experiences". Various stakeholders of Slovenian hospitality and tourism participate in it, such as the Ministry for Economy, Tourism and Sport, the Tourist and Hospitality Chamber of Slovenia, the Chamber of Crafts of Slovenia, SRIPT, with the aim of primarily raising the profile of professions in tourism, helping to achieve a higher quality of services, added value and the fulfillment of sustainable commitments in tourism. <https://www.tiktok.com/@turizemjezakon>

c) Enhancing awareness and offer on accessible tourism services

DE

Machine translation:

From the point of view of participation, the attractiveness of Germany's tourism location also depends on whether barrier-free travel is possible for everyone - also with a view to an increasingly ageing society. Accessibility benefits everyone: People with and without disabilities, senior citizens, children, parents and people who are only temporarily restricted in their mobility. Since 2011, the BMWK has promoted the development and marketing of barrier-free offers and services for travellers with disabilities. In the meantime, it has been possible to set up the nationwide labelling and information system 'Reisen für Alle' (Travel for All) with an optimised organisational and cost structure that is economically viable in the long term.

Original text:

Die Attraktivität des Tourismusstandorts Deutschlands hängt unter dem Aspekt der Teilhabe auch davon ab, ob ein barrierefreies Reisen für alle möglich ist - auch mit Blick auf eine zunehmend alternde Gesellschaft. Barrierefreiheit nutzt aber allen: Menschen mit und ohne Behinderung, Senioren, Kindern, Eltern und Menschen, die nur vorübergehend in ihrer Mobilität eingeschränkt sind. Das BMWK hat seit 2011 die Entwicklung und Vermarktung barrierefreier Angebote und Dienstleistungen für Reisende mit Behinderungen gefördert. Inzwischen ist es gelungen, das bundesweite Kennzeichnungs- und Informationssystem „Reisen für Alle“ mit einer optimierten Organisations- und Kostenstruktur dauerhaft wirtschaftlich tragfähig aufzustellen.

<https://www.reisen-fuer-alle.de/>

Machine translation:

As part of the Federal Accessibility Initiative, a working group, including representatives of affected associations and the tourism industry, is to examine whether and if so how exactly the criteria for barrier-free travel in the Travel for All information and labelling system should be revised in terms of content.

On the topic of barrier-free tourism offers, see also example under 4.2 Results Report / Report Federal Competition for Sustainable Tourism Destinations 2022/23

Original text:

Im Rahmen der Bundesinitiative Barrierefreiheit soll sich eine Arbeitsgruppe, unter anderem bestehend aus Vertretungen von Betroffenenverbänden und Tourismuswirtschaft, damit befassen, ob und falls ja wie genau die Kriterien für barrierefreies Reisen im Informations- und Kennzeichnungssystem Reisen für Alle inhaltlich überarbeitet werden sollten.

Zum Thema barrierefreie Tourismusangebote siehe auch Beispiel unter 4.2 Ergebnisbericht / Report Bundeswettbewerb Nachhaltige Tourismusdestinationen 2022/23

https://www.deuschertourismusverband.de/fileadmin/DTV/Report_Nachhaltigkeit_Nachhaltige_Tourismusdestinationen_2022-23.pdf

IE

Everyone deserves the opportunity to explore, discover, and enjoy the world around them and for that reason all tourism businesses should aim to be universally inclusive and accessible, providing barrier-free tourism experiences. This means ensuring our tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities, or age.

Fáilte Ireland is committed to ‘supporting the development and delivery of exceptional and inclusive visitor experiences and accommodation which meets the needs and expectations of visitors’ with the long-term aim of ‘Ireland being rated by visitors as an accessible and inclusive destination’.

In 2023, Fáilte Ireland appointed a dedicated Inclusive Tourism team to support the Irish tourism sector in delivering excellence in customer service that is inclusive for all. It is vital that tourism businesses and destinations fully understand the business opportunities in Accessible and Inclusive Tourism while appreciating the barriers and challenges of customers.

Fáilte Ireland is currently developing an evidenced based comprehensive plan and programme of supports for the tourism sector to be inclusive to all. This will build awareness and understanding in the industry to ensure tourist destinations, products and services are enjoyed equally by everyone.

For more information, please visit <https://supports.failteireland.ie/accessible-tourism/>

EL

Certification of Tourist Destinations and Businesses with Accessibility Label

Law No. 4875/2021 (Government Gazette A' 250) "Model Integrated Management Tourism Destinations, Management Organizations and Promotion of Destination, Spas of Greece and other arrangements for the tourism development enhancement." According to the Articles 52 and 53 of the forementioned Law, the Quality Labels "Accessible Tourist Destination" and "Accessible Tourism Enterprise" were established. Both labels aim to promote accessible tourism in Greece through the implementation of accessible standards in tourism installations and destinations. Two expertise groups have been working on the drafts of joint ministerial decisions, which describe the criteria and specifications for obtaining these labels.

Action "Integrated Accessible Tourist Marine Destinations" of the "Competitiveness Entrepreneurship and Innovation 2014-2020" operational program (EPAnEK) (co-financed by Greece and the European Union – European Regional Development Fund), which aimed to facilitate access for tourists with special needs by improving the accessibility of the country's beaches <https://www.accessiblebeaches.gr>

HR

The Ministry intensified activities to encourage the development of accessible tourism through the following activities:

- Additional scoring of projects that employ persons with disabilities or have elements of accessible tourism
- In the project eTurizam - Croatian digital tourism all functions are developed and adapted to people with disabilities, i.e. built-in technological tools for content adaptation such as are font size adaptation, dyslexia adaptation, and low vision adaptation.
- In cooperation with the ombudsman for persons with disabilities organized were workshops on accessible tourism. In November 2023, a conference on Accessible Tourism – Sustainable Tourism was held in Zagreb. These workshops and conferences were held in hybrid model to include a greater number of participants.
- Public tender for co-financing projects of tourism associations that contribute to the inclusion of persons with disabilities in the tourism labour market, encouraging employers and tourist boards to develop accessible tourism offer, was published in 2022.
- On the website of the Ministry recordings, presentations and other information related to accessible tourism are published.

CY

Grant Scheme for improving accessibility infrastructure, environmental awareness and creating/upgrading special interest infrastructure (De Minimis):

https://www.tourism.gov.cy/tourism/tourism.nsf/subs_en/subs_en?OpenDocument

LU

<https://www.eurewelcome.lu/online/www/menuContent/home/ENG/index.html>

AT

Since January 2016, all areas dedicated to customer contact must be accessible in all businesses. The Ministry responsible for tourism together with the Austrian Federal Economic Chamber have published a number of guidelines and technical information leaflets online to inform tourism businesses on

accessibility requirements. More information: <https://www.wko.at/branchen/tourismus-freizeitwirtschaft/barrierefreiheit1.html>

PL

Some regions have dedicated websites. These include, for example, the official tourist website of the Mazowieckie Voivodeship <https://mazowsze.travel/>, the Małopolskie Voivodeship <https://visitmalopolska.pl/>, the Warmińsko-Mazurskie Voivodeship <https://mazury.travel/> and the Pomorskie Voivodeship <https://pomorskie.travel/>.

Competition for the Best Tourist Product - PTO Certificate

The Polish Tourist Organisation has been running the competition for the Best Tourist Product since 2003. The aim of the competition is to increase the quality and competitiveness of the tourist offer by creating products that are not only distinguished by their tourist attractiveness, but are also innovative, tourist-friendly and offer many opportunities to spend free time in an interesting way. The assessment of the applications takes into account, among other things, accessibility for the tourist or the use of modern technology and innovation in product development.

Details at <https://certyfikaty.polska.travel/>.

In July 2024, the Polish Tourist Organisation launched the call for applications for the 21st edition of the Competition for the Best Tourist Product. The regional stage will last until 20 September, while the winners will be announced in mid-November 2024 during a gala ceremony.

Good practices - POT 2022 Certificates

In 2022 the laurels of the Gold Certificate went to the Guido Mine and the Queen Luiza Adit. In addition, the POT's certificates were awarded to: the Science and Art Centre Old Main in Wałbrzych, the Żnin Sugar Factory, Energylandia - Family Amusement Park in Zator, the European Fairy Tale Centre in Pacanów, the Upper Oder River Festival, the Museum of the City of Łódź, the Grassland Boat Cruise (on Elbląg Canal), the Bison Show Reserve of the Białowieża National Park, the Opole Bifjy Culinary Trail and the Gothic Castles Trail.

Opole Bifjy Culinary Trail

The Opole Bifjy Culinary Trail operates under an innovative partnership formula with other entities. Restaurants associated in the trail are competitors to each other, but at the same time they are partners. The operator of the trail - the Opole Regional Tourist Organisation (OROT) - applies novel and innovative solutions, develops a system of mutual recommendation and strives to have restaurants cooperate directly with producers of local/traditional products. Thanks to a modern form of networking among restaurants associated in the trail and through an ongoing system of quality control of trail members, who are subject to a certification process, the high level of service provided by the restaurants is guaranteed.

<https://www.opolskibifjy.com/>

POT 2023 Certificates.

Winners of the Competition for the Best Tourism Product - PTO Certificate in 2023:

PTO Certificates: ANTIDOTUM Airshow Leszno; Bieszczady School of Crafts Twórcze Bieszczady; the Capital of the Polish Language Festival; Shakespeare Festival in Gdańsk; Julinek Park; Busko Graduation

Tower Complex; the Upper Oder Valley; legendland of the Silesian Merry-Go-Round; marina Gliwice and the Gliwice Canal waterway; Rothera Mills

Distinction: Krzyżtopór Castle in Ujazd

Internauts' Certificate: Land of the Upper Oder River

Tourist Discovery of the Year: Park of Legends of the Świętokrzyskie Mountains

Distinctions in the Tourism Discovery of the Year category: Angel Sphere Gardens; Prof. Jerzy Stelmach Marine Science Centre

PTO Gold Certificate: Bieszczady Bicycle Tours

Bieszczady Bicycle Trolleys

A trip aboard a bicycle trolley (a railway vehicle propelled by the muscular power of its passenger) takes place along the former railway line 108 between Zagórz and Krościenko. Along the 46 km route one can admire not only the magnificent views, but also the monuments and attractions of the Bieszczady Foothills).

The PTO is conducting a new process of E-Certification of Tourist Information of the Polish Tourist Information System and the process of the E-Competition for the Best Tourist Information Centre using the 2-module application TurApka.

The above-mentioned processes aim to raise the standards of services provided to domestic and foreign tourists (stationary and digital, as well as mobile) in certified tourist information centres and points. P

Entities covered by the E-Certification of Tourist Information from the PTO are presented on the PTO website at NPT:

<https://www.polska.travel/mapa/> and <https://www.pot.gov.pl/pl/dzialalnosc/certyfikacja-it>

PT

The +Sustainable Tourism Plan 2020-23 specifically addresses "Accessibility for All" as «one the priorities of tourism activity insofar as only an inclusive supply, accessible to all, makes it possible to achieve the pillar of social sustainability, in addition to strengthening the competitiveness of businesses and tourist destinations». This Plan, which is available at <https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/sustainable-tourism-plan-2020-2023-turismo-de-portugal.pdf>), defines key actions like: a capacity building programme for professionals ("All for All Programme"); the definition of accessibility criteria for the attribution of support under the financing programs from Turismo de Portugal; and the creation of an "Accessible Beach Award", among other actions.

SI

<https://premiki.com/accessible-tourism/>

PREMIKI Institute for counselling, promotion and development of accessible tourism Ljubljana is a travel agency and institution where you can book all services related to travel, such as transport, accommodation, insurance, special arrangements. They pay special attention to people with special needs by organizing accessible trips and holidays. They develop and promote social entrepreneurship and accessible tourism. PREMIKI is a member of ENAT – European network of accessible tourism. The founder of the PREMIKI institute is ŠENT - The Slovenian Association for Mental Health - is a non-profit,

non-governmental humanitarian organization established to aid individuals with mental health issues, those in temporary mental distress, as well as their relatives and anyone else interested in mental health. ŠENT was established in 1993. The activities of ŠENT and Institute PREMIKI are mostly covered by different public financial sources including financial support for developing social entrepreneurship.

<https://pisrs.si/Prevodi/EN-2017-01-0741-2013-01-0784-npb4.doc> The right to holiday allowance for workers and pensioners

d) Improving crisis management capacity

CZ

Representatives of the Ministry of Regional Development of Czech Republic cooperate with representatives of the Ministry of Foreign Affairs of the Czech Republic and professional associations (especially the Association of Travel Agencies of the Czech Republic and the Association of Tour Operators and Travel Agents of the Czech Republic) during sudden crisis situations. Coordination meetings are held on the issue at hand. A WhatsApp group has been set up between representatives of individual travel agencies, the Ministry of Foreign Affairs and the Ministry of Regional Development, where members are informed about the current situation in a given destination - this year it is mainly about fires and conditions for visa entries to given countries. The Ministry of Regional Development of Czech Republic issues press releases on its website on sudden crisis situations: www.mmr.cz. Representatives of the Ministry of Regional Development collaborate with representatives of tourism professional associations on methodologies related to crisis situations, e.g. the methodological manual "How to deal with critical situations in the tourism industry".

The *Voluntary Registration of Czech Citizens Traveling Abroad* (DROZD) project enables the effective provision of real-time travel and residency alerts. In the event of emergencies, it assists diplomatic missions in organizing aid for Czech citizens who voluntarily provide information about their planned stays abroad. Travelers provide this information by completing a simple form consisting of four parts: Information about the traveller, Details of the stay abroad, Information about accompanying travellers, A contact person in the Czech Republic. The information provided is used by the Ministry of Foreign Affairs to send mass emails and SMS messages to all registered individuals in a specific foreign country, offering important updates or timely warnings about potential dangers, such as natural disasters, security incidents, threats, or social unrest. In the event of an unexpected situation (emergency), the provided contact details are used to organize swift and effective assistance for citizens in need. The personal data provided is stored and used by the Ministry of Foreign Affairs of the Czech Republic solely for the purposes stated above. Thirty days after the citizen's departure date (as indicated in the registration), the data is automatically deleted from the database. ([DROZD | Drozd - Dobrovolná registrace občanů České republiky při cestách do zahraničí](#))

DE

Machine translation:

In the event of crises abroad, the German missions abroad are the first point of contact and responsible for German travellers. The Federal Foreign Office has therefore in particular stepped up the training of the missions abroad with regard to various crisis scenarios (offering various training programs digitally and in person, thematically and generally) in order to improve assistance to German travellers in the event of a crisis.

In 2024, an app was also put into operation that facilitates the registration of Germans abroad, which was previously only possible in the Internet browser ('ELEFAND App'). Registered Germans receive specific safety instructions in the respective country of residence.

Original text:

Bei Krisen im Ausland sind die deutschen Auslandsvertretungen erste Ansprechpartner und Verantwortliche für deutsche Reisende. Das Auswärtige Amt hat daher insbesondere die Schulung der Auslandsvertretungen im Hinblick auf verschiedene Krisenszenarien verstärkt (Angebot verschiedener Schulungsprogramme digital und in Präsenz, themenbezogen und allgemein), um die Hilfeleistung für deutsche Reisende im Krisenfall zu verbessern.

2024 wurde zudem eine App in Betrieb genommen, welche die Registrierung von Auslandsdeutschen, die bislang nur im Internet-Browser möglich war, erleichtert („ELEFAND App“). Registrierte Deutsche erhalten im jeweiligen Aufenthaltsland spezifische Sicherheitshinweise.

EL

Mai Greece

mAiGreece initially offers support in 31 languages, ensuring that travellers from around the world can receive assistance in their language. "mAiGreece" serves as a Digital Assistant using Artificial Intelligence to operate as a personalized „companion" for all visitors to the country and give consular assistance for urgent issues. Travelers are able to interact with "mAiGreece" by submitting their queries in natural language, whether written or spoken.

MT

The Malta Tourism Authority (MTA) has recently formulated a Crisis Management Plan through its participation in a European initiative under the auspices of the European Innovation Council and SMEs Executive Agency (EISMEA)

AT

The Federal Ministry of Labour and Economy runs a dedicated website "Sichere Gastfreundschaft" (Safe Hospitality). During the COVID-19 pandemic it served as an information hub for all aspects of the crisis related to tourism. It now includes in particular information on potential "blackouts" as well as links to the tourism service point at the Ministry and travel information of the Federal Ministry of European and International Affairs. <https://www.bmaw.gv.at/Themen/Tourismus/Sichere-Gastfreundschaft.html>

e) Spreading tourism more evenly across seasons, space and diversify customer groups

CZ

Spreading tourism more evenly across seasons, space and diversify customer groups are inherently integrated in strategies of NTO CzechTourism and regional DMO's. Strategies are constantly updated, and for further information visit web page of CzechTourism and regionals DMO's.

DE

See the example of seasonality under 4.2 Results report / Report Federal competition for sustainable tourism destinations

Siehe zum Thema Saisonalität Beispiel unter 4.2 Ergebnisbericht / Report Bundeswettbewerb Nachhaltige Tourismusdestinationen 2022/23

https://www.deuschertourismusverband.de/fileadmin/DTV/Report_Nachhaltigkeit_Nachhaltige_Tourismusdestinationen_2022-23.pdf

IE

In Ireland, the domestic market is critical for sustainable recovery and plays a key role in driving regional and seasonal spread. In 2024, Fáilte Ireland plans to increase tourism revenue from the domestic audience, which includes the Republic of Ireland and Northern Ireland. To do this, Fáilte Ireland will:

- Continue to focus on and invest in Ireland's regional brands.
- Grow the numbers of consumers who say they 'Intend to take a trip in Ireland' through the Keep Discovering campaign, weather sponsorship for national TV station and other media channels
- Encourage consumers to book a trip by promoting festivals, events, occasions and other great reasons to travel
- Build new partnerships with third parties to promote new campaigns and drive bookings, and use the Fáilte Ireland websites to drive customer referrals directly to tourism businesses
- Continue to provide tourism businesses with easy-to-use best practice tools through our sales and marketing supports

<https://www.failteireland.ie/Utility/News-Library/Failte-Ireland-unveils-2023-plans-to-help-drive-su.aspx#:~:text=In%202023%20F%C3%A1ilte%20Ireland%20will%20be%20focusing%20on%20getting%20more,drive%20consistently%20good%20employment%20practices.&text=Continue%20to%20focus%20on%20and%20invest%20in%20its%20regional%20brands.>

EL

Agrotourism and Gastronomy

The main objective is the development of a network (product club) of agri-food, gastronomy and tourism (AGTIS), which will ultimately function as a thematic national DMO for gastronomy and agritourism. The end result of AGTIS shall be a reflection of all existing agrotourism-related products, services and experiences available in Greece. The digital display of the AGTIS Network is to be connected to the portal of the Greek National Tourism Organization www.visitgreece.gr. In this context, the project involves the financing of an industry study concerning the mapping of offered products and services and a respective strategic action plan, the development of a platform with interactive digital mapping of the existing tourism products and services, as well as branding and promotional activities for both the information and mobilization of interested parties to participate in the network and the international promotion of the AGTIS network.

ES

The Marketing Strategic Plan 2021-2024 made by the National Tourist office aims to address the shortcomings of the Spanish model, with the clear goal of identifying and attracting a more profitable tourist who contributes to the destination's sustainability. The Plan segments destinations into three categories: vacation, urban, and natural/rural. Within these categories, seven specific customer groups are defined to focus promotional efforts. These include: More than Sea (M&M); Family, Sand and Sea (FAM); Sun, Umbrella and Yummy (SUNNY).

<https://www.tourspain.es/export/sites/tourspain/.content/pdf/plan-estrategico-marketing/plan-estrategico-marketing-2021-2024-turespana.pdf>

HR

In the framework of the NRRP and the public call on Regional diversification and specialization of Croatian tourism through investments and development of tourism products with high added value, Ministry of Tourism and Sport will support development and/or adaptation of public tourist infrastructure in the Republic of Croatia, and contribute to green and digital transition in the areas of (1) Visitor infrastructure, (2) Active tourism infrastructure, and (3) Infrastructure in the function of the development of spa and wellness tourism. Grants within the framework of this Call will depend on the tourism development index in such a way that investments in less developed tourist areas outside the main tourism and coastal areas will be additionally encouraged.

In the framework of the NRRP and the public call *Strengthening sustainability and encouraging the green and digital transition of entrepreneurs in the sector of tourism*, Ministry of Tourism and Sport supports development and/or adaptation of private tourist infrastructure in the Republic of Croatia, and contribute to green and digital transition.

CY

Grant Scheme for Events related to the promotion of Wine and Gastronomy and Local Products organized in Cyprus

– Christmas Villages Grant Scheme 2023 - 2024

– Grant Scheme for Projects to Upgrade Hotels and Tourist Accommodations in Rural, Mountainous and Remote Areas to Modernize and Improve the Competitiveness of the Tourism Product

– 2023 Visiting Craft and Gastronomy Workshops Grant Scheme through the De Minimis (De Minimis) Program

– Grant Scheme for the Revitalization of Rural, Mountainous and Remote Areas through the Creation of Authentic Experiences to Enrich and Upgrade the Tourism Product

– Grant Scheme for Upgrading Traditional Places of Catering or Selling Traditional Food Products with the possibility of their inclusion in the "Taste Cyprus" Label

(More info at https://www.tourism.gov.cy/tourism/tourism.nsf/subs_el/subs_el?OpenDocument)

– Grant Scheme for the Establishment and Enrichment of Tourism Facilities and Services for Health, Wellness, Rehabilitation, Accessibility and Independent Assisted Living in Hotels and Tourist Accommodation Establishments with the aim of attracting Health and Wellness Tourism"

Following a decision of the Council of Ministers, the Ministry of Tourism announces a Call for applications under the Grant Scheme for the Establishment and Enrichment of Tourism Facilities and Services for Health, Wellness, Rehabilitation, Accessibility and Independent Assisted Living in Hotels and Tourist Accommodation Establishments, with the aim of attracting Health and Wellness Tourism. The Grant Scheme will be implemented under the C3.1I8 Measure "Enhancing the added value of the tourism sector with a focus on the countryside, as well as in the mountainous and remote areas" of the Cyprus Recovery and Resilience Plan (RRP) and will be funded by the European Union's Recovery and Resilience Facility (RRF). The aim of the Grant Scheme is to provide financial subsidies for upgrading and/or creating new facilities and equipment of existing hotels and tourist accommodation establishments with the ultimate aim of attracting all year-round tourism in: health, wellness,

rehabilitation and independent assisted living. In addition, Hotels and Tourist accommodation Establishments should be fully accessible and friendly to visitors regardless of any disability.

(https://www.tourism.gov.cy/tourism/tourism.nsf/subs_en/subs_en?OpenDocument)

LV

The Investment and Development Agency of Latvia has developed and implemented the tourism industry website <https://www.latvia.travel>, which describes various Latvian tourism offers, a digital map, events, etc. necessary information about tourism developments on a national scale. Taking into account that Latvia has all 4 seasons, the offer of tourist services is also suitable for all seasons: <https://www.latvia.travel/en>

The Latvian Tourism marketing strategy 2021. – 2027. defines that health tourism and business tourism products can be used regardless of the season. Thus, Latvia can offer not only seasonal tourism products, but also tourism products that can be developed and used all year round: chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.liaa.gov.lv/sites/liaa/files/media_file/turisma_marketinga_strategija_2021_2027.pdf

AT

In Austria, the new guide “Find the Right Balance” by the Federal Ministry of Labour and Economy supports regional decision-makers to deal with imbalances in tourism and is supported by a funding call to develop tailor-made concepts to address the challenges of impacted regions. https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/nachhaltige-entwicklung/unbalanced_tourism.html

PL

The programme Poland See More - weekend at half price consists of preparing and collecting tourist offers at 50% discounts. The Ministry of Sport and Tourism and the Polish Tourist Organisation have organised the campaign twice in 2022. The campaign is aimed at both the tourism industry and tourists. Thanks to it, every Pole can discover the beauty of our country at favourable prices. In 2022, the campaign took place over two weekends in November: 18-20 and 25-27/11/2022. For the tourism industry (owners of restaurants, museums, spas and other attractions), it is a great opportunity to promote their offers, also outside the main tourist season. LOT Polish Airlines is the strategic partner of the action, with PKS Polonus and PKP Intercity supporting the initiative as promotional partners.

Link: <https://polskazobaczwiecej.pl/>

SI

Climate Change and Slovenian Tourism: Recommended Adaptation and Mitigation Measures https://www.ft.um.si/wp-content/uploads/2024-02-STO-Vodnik-po-podnebnih-spremembah_.pdf

f) Developing tourism which respects well-being of residents

CZ

Since 2022, CzechTourism (CzT), as the National Tourism Organization (NTO), has focused not only on monitoring the development of tourism but also on tracking resident irritation. The most recent outputs from the resident irritation survey are for the years 2022-2023 (<https://tourdata.cz/data/iritace-rezidentu-2022-a-2023/>). The latest outcomes (first half of 2024) reveal that about 35 % of residents perceive that benefits outweigh the negatives and only 2 % of

residents perceive only negatives. The most sensitive areas are crime, the environment and transport. Data collection was conducted through face-to-face interviews in highly visited tourist destinations (with a sample size of over 21,000 residents in 1,702 locations) and through CAWI (Computer-Assisted Web Interviewing) nationwide surveys (with a sample size of 2,000 residents). The CzechTourism also lead an analysis of the tourism related to the protected areas and together with the Ministry of Regional Development carries the work in working groups dealing with the sustainable tourism development where mainly the environmental issues are covered and where also residents' irritation is considered.

DE

See on the topic of tourism acceptance 4.2 Results report / Report Federal competition for sustainable tourism destinations

Siehe zum Thema Tourismusakzeptanz 4.2 Ergebnisbericht / Report Bundeswettbewerb Nachhaltige Tourismusdestinationen 2022/23

https://www.deuschertourismusverband.de/fileadmin/DTV/Report_Nachhaltigkeit_Nachhaltige_Tourismusdestinationen_2022-23.pdf

IE

A key focus of Ireland's destination development strategy is to animate a destination and facilitate interaction between overseas visitors and local residents. A positive experience with local residents inspires visitors throughout their visit and evokes a positive emotional response. This builds advocacy and drives the desire for visitors to want to visit again.

Fáilte Ireland the national tourism development authority has undertaken surveys to determine residents' satisfaction with tourism and the results have been shared with relevant stakeholders such as local authorities.

Fáilte Ireland has developed a Tourism in the Community toolkit. Community tourism business reaches into every part of Ireland and projects that are driven by local pride and vision produce powerful and far-reaching economic and social benefits. Tourism in the Community supports and assist local government authorities, community groups and any community led businesses to develop and grow tourism in their communities.

This toolkit is designed to help community tourism groups, providing a step-by-step process to the business of setting up a new initiative. It is also a great resource for groups that want to consolidate, grow, and deliver greater economic benefits from an existing project to revitalise the community post-COVID.

<https://supports.failteireland.ie/tourism-in-the-community/>

Regional Tourism Development

Fáilte Ireland has launched four new Regional Tourism Development Strategies 2023-2027 which I provide a framework for sustainable tourism development across Ireland.

The Regional Tourism Development Strategies outline a vision for tourism which contain a five-year strategic framework for the sustainable development of Fáilte Ireland's regional brands. By capitalising on the uniqueness of each brand they set a clear path ahead for the development of new and enhanced visitor experiences, building greater capacity and capability into the industry, and provide a clear strategy for attracting visitors that will stay longer and spend more.

The Regional Tourism Development Strategies are being activated across every region through a series of local area action plans, referred to as Destination and Experience Development Plans (DEDPs). Fáilte Ireland's commitment is for every part of the country to have a detailed tourism development action plan created in partnership with local stakeholders.

LV

To develop tourism that respects the well-being of residents, the Ministry of Economics has developed and included this issue in the Latvian Tourism and Event Industry Export Promotion Strategy 2027: https://tapportals.mk.gov.lv/legal_acts/fa30ec0b-0600-42c6-8243-5be4346e237d, and this issue is also included in the Sustainable Development Strategy for 2030 of Latvia: <https://www.mk.gov.lv/lv/media/15129/download?attachment>

Planning documents of the capital city Riga and each region of Latvia also include issues that affect resident's well-being.

PL

The local governments of many cities, especially tourist and spa municipalities e.g. Wrocław, Toruń, have adopted local parking policies in areas of high tourist pressure. As part of transport strategies, parking zones (with preference for local residents), Park & Ride car parks, as well as short-stay places for coaches in the areas of major tourist attractions are designated.

Another example could be solutions at the level of individual tourist destinations. An example is the Zakopane Tourist Card, which entitles visitors to: discounts not available to tourists, e.g. free public transport, parking in marked spaces in all car parks in the Paid Parking Zone or preferential rates in all municipal car parks, as well as discounts at selected local businesses.

You can find out more about the offer at: <https://karta.zakopane.eu/>

PT

Futourism - <https://www.turismodeportugal.pt/pt/o-que-fazemos/promover-destino-portugal/campanhas-promocao-turistica/Paginas/futourism.aspx>

AT

The national tourism strategy "Plan T – Masterplan Tourism" defines as one of its nine key aspects: "Designing tourism in a way that allows for the harmonious co-existence of both guests and the local population". More information: <https://www.bmaw.gv.at/en/Topics/tourism/plan-t.html>

One of the most important indicators for the need for action in this regard is the measurement of tourism acceptance within the Austrian population. Following pilot surveys with up to 2.500 respondents per year (2020-2023), from 2024 onwards the measurement is ensured by integrating it in the regular tourism statistics framework in Austria. The methodology has been adapted and the sample increased to 12,000 respondents per year. Results will be published yearly (results available on a quarterly basis) and will allow for very good indications on a national and federal state level. The survey is easy (web-based) and cost-effective as only four questions have been added to the existing survey on the travel behaviour of the Austrian population as required by Regulation (EU) 2011/692. The first results will be published in the beginning of 2025.

The new guide "Find the Right Balance" by the Federal Ministry of Labour and Economy supports regional decision-makers to deal with imbalances in tourism and is supported by a funding call to develop tailor-made concepts to address the challenges of impacted regions. <https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/nachhaltige-entwicklung/tourismusakzeptanz.html>

<https://www.ris.bka.gv.at/GeltendeFassung.wxe?Abfrage=Bundesnormen&Gesetzesnummer=20002770>

https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/nachhaltige-entwicklung/unbalanced_tourism.html

g) Adapting tourism services to the changing climate

DE

Machine translation:

As part of the BMUV research project 'Consequences of climate change for tourism in the German Alpine and low mountain regions and coastal regions as well as for bathing tourism and forms of tourism accompanying rivers (e.g. cycling and water tourism)', a climate information system was developed in order to identify needs for action for destinations and companies and to develop tailor-made measures on this basis. This online tool maps the climate changes of the past and gives an outlook on a possible future climate in all German tourism regions. Various climatic indicators are available as an interactive map, data table or time series. For adaptation to climate change as a long-term strategic approach, a guideline for action has been developed specifically for destination management, which is intended to provide assistance in this regard. In seven modules from preparation to evaluation of progress, the adaptation process is presented and supplemented by checklists, practical examples and information on funding opportunities.

Information on possible measures that are specifically relevant for tourism to reduce vulnerability to climate change impacts has been compiled in the form of a bulletin: the environmental advantages and disadvantages, socio-economic aspects, costs and obstacles to implementation with description of solutions. The UBA KomPass Action Bank (database with detailed descriptions of individual measures and overarching projects for adaptation to the consequences of climate change) provides an overview of measures that have already been tried and tested. For example, only measures with relevance to tourism can be displayed via the filter function.

As part of the German Adaptation Strategy (DAS), climate change adaptation programs are also available for tourism-related projects, including the new immediate climate adaptation program.

Original text:

Im Rahmen des Forschungsvorhabens des BMUV „Folgen des Klimawandels für den Tourismus in den deutschen Alpen- und Mittelgebirgsregionen und Küstenregionen sowie auf den Badetourismus und flussbegleitende Tourismusformen (z.B. Radwander- und Wassertourismus)“ wurde ein Klimainformationssystem entwickelt, um Handlungsbedarfe für Destinationen und Unternehmen zu identifizieren und auf dieser Grundlage passgenaue Maßnahmen zu entwickeln. Dieses Online-Tool bildet die Klimaänderungen der Vergangenheit ab und gibt einen Ausblick auf ein mögliches zukünftiges Klima in allen deutschen Tourismusregionen. Verschiedene klimatische Kennzahlen stehen als interaktive Karte, Datentabelle oder Zeitreihe zur Verfügung. Für die Anpassung an den Klimawandel als langfristiger strategischer wurde ein Handlungsleitfaden speziell für Destinationsmanagement entwickelt, der hierbei eine Hilfestellung bieten soll. In sieben Modulen von der Vorbereitung bis zu der Evaluierung des Fortschritts wird der Anpassungsprozess dargestellt und durch Checklisten, Praxisbeispiele und Informationen zu Förderungsmöglichkeiten ergänzt.

Informationen zu möglichen Maßnahmen, die zur Verringerung der Verwundbarkeit gegenüber Klimawandelfolgen speziell für den Tourismus relevant sind, wurden steckbriefartig zusammengestellt: jeweils die ökologischen Vor- und Nachteile, sozio-ökonomische Aspekte, Kosten und Umsetzungshindernisse mit Beschreibung von Lösungen. In der KomPass-Tatenbank des UBA (Datenbank mit ausführlichen Beschreibungen einzelner Maßnahmen und übergreifender Projekte zur Anpassung an Folgen des Klimawandels) kann ein Überblick über bereits erprobte Maßnahmen gewonnen werden. Über die Filterfunktion können z.B. nur Maßnahmen mit Relevanz für den Tourismus angezeigt werden.

Im Rahmen der Deutschen Anpassungsstrategie (DAS) hinaus stehen Programme zur Anpassung an den Klimawandel auch Projekten mit Tourismusbezug zur Verfügung, darunter das neue Sofortprogramm Klimaanpassung.

<https://www.umweltbundesamt.de/node/%2069234>

<https://gis.uba.de/maps/resources/apps/tourismus/index.html?lang=de>

<https://www.umweltbundesamt.de/publikationen/anpassung-an-den-klimawandel-die-zukunft-im>

<https://www.umweltbundesamt.de/themen/klima-energie/klimafolgen-anpassung/werkzeuge-der-anpassung/tatenbank>

LV

In order to increase and support the competitiveness of small and medium-sized enterprises, the Ministry of Economics has developed a cluster program, within the framework of which common good practice in adapting tourism services to the changing climate is evaluated as one of the criteria.

MT

The Energy and Water Agency developed the GUEST (Guesthouse owners and Users Embarking on a Sustainable Transition) project in order to focus specifically on guesthouses and thus provide a more tailored approach to address energy and also water management in such premises given that their setup and management might differ from other types of collective accommodations such as hotels. The Agency will be providing energy and water audits within guesthouses in order to take stock of the current situation and identify possible areas of improvement. This individual approach will also allow the possibility to hand-hold such operators in this transition by providing technical guidance, given that they do not usually have personnel with technical expertise. Furthermore this exercise would also indicate whether there are key common weaknesses in energy and water management within the sector which could be addressed through training, sector specific financial schemes or other measures. Available at: <https://energywateragency.gov.mt/guest/>.

FI

Visit Finland, alongside over 70 Finnish tourism organizations, has signed the Glasgow Declaration on Climate Action in Tourism. Visit Finland's Climate Action Plan was published in 2023. Climate action is an integral part of the national Sustainable Travel Programme, providing self-assessment and an indicator system on climate action and resource knowledge. All participants must develop an action plan to respond and adapt to climate change as a compulsory part of the STF programme. <https://www.visitfinland.fi/liiketoiminnan-kehittaminen/vastuullinen-matkailu>

<https://travel-trade.visitfinland.com/en/sustainability/>

Matkailualan hiilijalanjälkilaskuri Hiilikuri - Visit Finland

<https://www.businessfinland.fi/4ad488/globalassets/visitfinland.fi/vf-julkaisut/2023/visit-finland-climate-action-plan-2023.pdf>

<https://www.businessfinland.fi/julkaisut/visit-finland/2024/kestavan-matkailun-tila-2023#stored>

Visit Finland is in progress of developing destination-level CO2 measurement model, which is currently being piloted with one DMO. Please read about destination-level CO2-measurement project on page 20: State of Sustainable Tourism 2023 (visitfinland.fi).

<https://www.visitfinland.fi/49d3e7/globalassets/visitfinland.fi/vf-julkaisut/2024/state-of-sustainable-tourism-2023.pdf>

In addition, Visit Finland is adding destination level sustainability coaching to Visit Finland Academy later in year 2024, which includes CO2 measurement. There's no public information available on this yet, but the ongoing project includes 3 educational modules for destinations on sustainability, safety and resiliency. In 2020, in accordance with the Finland's previous government's Government Programme, 13 sectoral low-carbon roadmaps were drawn up in cooperation with companies and organizations in the relevant sectors. According to the current Government Programme, the low-carbon roadmaps are updated. Sectors and companies participate in the low-carbon work voluntarily. The Finnish Hospitality Association MaRa is updating their low-carbon roadmap for the tourism sector. The roadmap helps tourism businesses to understand on which activities they can impact and helps them to choose what are the most efficient ways in climate change adapting and mitigating. With the help of roadmaps, sectors have an opportunity to present their views on the challenges and progress in their sector in light of the changes of recent years. The low carbon roadmaps provide the central government estimates for anticipated sectoral development and support policy preparation. Roadmaps will be used especially in the preparation of the energy and climate strategy and the industrial policy strategy.

<https://tem.fi/en/low-carbon-roadmaps-2035>

<https://www.mara.fi/toimiala/vastuullisuus/hiilineutraalisuus-matkailu-ja-ravintola-alan-tiekartta.html> (the previous low-carbon roadmap for the tourism sector)

Shared best practices on skills and support for transition

a) Dissemination of EU Agenda and TTP objectives and best practices

HR

Ministry of Tourism and Sport is regularly informing national tourism stakeholders about EU Agenda and Tourism Transition Pathway sending emails and inviting them to join to the co-implementation process of activities contained in Tourism Pathway addressing one of pledges or commitments. The information is also available on the ministry's website.

AT

The Ministry regularly informs on the latest developments regarding the European Agenda for Tourism 2030 and the TTP through its newsletter, which is sent to a large number of stakeholders in Austria.

PL

The Department of Tourism MSiT has published news on an ongoing basis on the process of developing the Agenda for Tourism and the path of transformation. Information is published on the Ministry's website, at: <https://www.gov.pl/web/sport/wiadomosci> .

In addition, information on the implementation of the transformation pathway and the pledging of sector participants was communicated directly to the business conveners.

PT

Dissemination of specific information on the institutional (<https://www.turismodeportugal.pt/pt/Paginas/homepage.aspx>) and Business (<https://business.turismodeportugal.pt/pt/Paginas/homepage.aspx>) portals of Turismo de Portugal;

b) Raising awareness of skills needs in tourism

CZ

The CzechTourism agency, NTO founded by the Ministry of regional development of CZ, conducts training for tourism workers, which involves workshops, training sessions, and lectures designed for professionals in destination management organizations, tourism entrepreneurs and their employees, representatives of local government, staff of tourist information centers, and other tourism-related professions. A distinct platform among the educational activities is the annual Tourism Forum conference. The Tourism Forum addresses current and future challenges in tourism that have a significant impact on both foreign and domestic visitors to the Czech Republic. It is one of the largest annual educational events, offering expert lectures and industry updates. The Forum is organized by the CzechTourism agency in cooperation with professional associations and regional partners. (<https://www.czechtourism.cz/cs-CZ/Marketingove-aktivity/Vzdelavani/System-vzdelavani-v-cestovnim-ruchu>)

DE

Machine translation:

The Competence Centre for Securing Skilled Workers (KOFA) is an important support of the BMWK for securing the skilled labour base of SMEs, including in tourism. The KOFA supports SMEs in the sense of helping them to help themselves in recruiting, retaining and qualifying specialists through information and events. Unlike large companies, SMEs often have fewer resources to secure skilled workers in a forward-looking and strategic manner. Recruitment, in particular, is often rather marginal and focuses on current/acute needs. KOFA raises SMEs' awareness of the need for and opportunities for proactive securing of skilled workers and supports them through concrete offers – directly or via multipliers.

Original text:

Das Kompetenzzentrum Fachkräftesicherung (KOFA) ist eine wichtige Hilfestellung des BMWK zur Sicherung der Fachkräftebasis der KMU, darunter auch im Tourismus. Das KOFA unterstützt KMU im Sinne einer Hilfe zur Selbsthilfe beim Rekrutieren, Binden und Qualifizieren von Fachkräften durch Informationen und Veranstaltungen. Denn anders als große Unternehmen haben KMU oftmals weniger Ressourcen, um eine vorausschauende und strategische Fachkräftesicherung zu betreiben. Häufig läuft insbesondere die Rekrutierung eher am Rande mit und ist auf aktuelle/akute Bedarfe fokussiert. Das KOFA sensibilisiert KMU für die Notwendigkeit und Möglichkeiten einer

vorausschauenden Fachkräftesicherung und unterstützt sie durch konkrete Angebote – direkt oder über Multiplikatoren.

<https://www.kofa.de/>

Machine translation:

The Bridging Innovation and Learning in TVET (BILT) project, funded by the Federal Ministry of Education and Research (BMBF) and implemented by the UNESCO International Centre for Vocational Education and Training (UNESCO-UNEVOC) together with the Federal Institute for Vocational Education and Training (BIBB), supports the exchange on new qualification and competence requirements in tourism at the supra-regional and international level. An international expert group brings together perspectives from ministries and authorities, associations, social partners and education providers from Africa, Asia-Pacific and Europe. In particular, they compare the effects of the digital and green transformation on vocational education and training needs in the tourism sector in the three regions of the world and encourage the transfer of innovative solutions for tailor-made qualification and system reforms. A publication with concrete recommendations for policy and practice as well as examples of innovation will be published in September 2024.

Original text:

Den Austausch zu neuen Qualifikations- und Kompetenzanforderungen im Tourismus auf die überregionale und internationale Ebene zu heben, unterstützt das vom Bundesministerium für Bildung und Forschung (BMBF) geförderte und vom Internationalen Zentrum der UNESCO für die Berufsbildung (UNESCO-UNEVOC) gemeinsam mit dem Bundesinstitut für Berufsbildung (BIBB) umgesetzte Bridging Innovation and Learning in TVET (BILT) Projekt. Eine internationale Expertengruppe bringt Perspektiven aus Ministerien und Behörden, von Verbänden, Sozialpartnern und Bildungsanbietern aus Afrika, Asien-Pazifik und Europa zusammen. Sie vergleichen insbesondere die Auswirkungen der digitalen und grünen Transformation auf die beruflichen Aus- und Weiterbildungsbedarfe im Tourismussektor in den drei Weltregionen und regen den Transfer innovativer Lösungsansätze für passgenaue Qualifizierung und Systemreformen an. Eine Publikation mit konkreten Handlungsempfehlungen für Politik und Praxis sowie Innovationsbeispielen wird September 2024 veröffentlicht.

BILT Expert Group (unesco.org)

IE

Fáilte Ireland's Business Tourism team has developed a communications toolkit to help Destination Management Companies (DMCs) communicate and engage with international buyers, partners and stakeholders more effectively.

<https://supports.failteireland.ie/wp-content/uploads/2021/06/Failte-Ireland-DMC-Communications-Toolkit.pdf>

HR

Ministry of Tourism and Sport created a sub-page Croatia, naturally yours <https://mint.gov.hr/odrziviturizam> which contains info about projects, funding opportunities, international cooperation in tourism, education and tourism management and relevant news. Ministry of Tourism and Sport implements programme for promotion and strengthening of the competencies of professional occupations for tourism. The aim is strengthening competencies of secondary vocational and art school students and developing awareness of the possibilities of career

development in tourism. There is also programme SCHOLARSHIPS aiming to encourage education in hospitality and tourism in the 2023/24 school year.

Scholarships are provided in cooperation between the Ministry and employers in tourism in such a way that they share the amount of the scholarship in the ratio of 70% Ministry - 30% employers. Basic goal is to strengthen the competences of human resources in hospitality and tourism by encouraging young people to study for professions in hospitality and tourism and better connection of educational institutions and business entities in tourism. <https://mint.gov.hr/javni-pozivi-i-natjecaji-11414/arhiva-turizam/2022-23194/23194>

In the framework of the NRRP through the investment *Strengthening the capacity of the system for resilient and sustainable tourism*, by the end of 2025 it is planned to develop 10 educational programs designed to strengthen knowledge and skills in tourism, and to educate at least 1,000 people for specific jobs in the sector of tourism and hospitality. Education will be aimed towards the employed persons, unemployed persons and employees in the state system administration and tourist boards. Education will include training courses in the field of tourism, or upgrading existing qualifications in the sector.

SI

The Slovene Tourism Board, together with partner institutions in tourism, is implementing a national campaign to promote professions in hospitality and tourism. The campaign runs under the slogan "I create experiences". Various stakeholders of Slovenian hospitality and tourism participate in it, such as the Ministry for Economy, Tourism and Sport, the Tourist and Hospitality Chamber of Slovenia, the Chamber of Crafts of Slovenia, SRIPT, with the aim of primarily raising the profile of professions in tourism, helping to achieve a higher quality of services, added value and the fulfillment of sustainable commitments in tourism. <https://www.tiktok.com/@turizemjezakon>

Spremljajte SRIPT kampanjo na Facebooku in LinkedInu. #kariervturizmu #gostinstvo #pr <https://www.slovenia.info/sl/novinarsko-sredisce/novice/18061-kampanja-za-promocijo-poklicev-v-turizmuiložnost>

Scholarships for shortage occupation: Scholarships for shortage occupation are intended to encourage young people to enrol in educational programmes for occupations for which there is a recognised shortage since there is a lack of workforce in the labour market for these occupations. Individuals pursuing education in the fields of gastronomy and hotel services are among those eligible for scholarships. <https://srips-rs.si/en/scholarships-shortage-occupation>

MT

In October 2023, ITS launched the consultation procedure on a proposed skills pass system for third country nationals (tcn's). Under the skills pass system, third-country nationals applying for a visa to work within Malta's tourism sector from January 2024 onwards will need to pass an initial skills pass assessment before their visa and work permit applications can be processed. The course leading to a skills pass includes an English language proficiency test and basic courses in customer care, hospitality and what Malta offers tourists. Applicants will need to pass a final assessment to get the certification, enabling them to work in hotels, bars, restaurants, kitchen staff, housekeeping and front office posts. This initiative is expected to improve the quality of workers in the sector. The consultation process launched in October 2023 and closed on 16 November 2023. Information can be found on this link: <https://its.edu.mt/newsitem.php?id=155>

AT

The Ministry launched an online platform (<https://www.bmaw.gv.at/Themen/Tourismus/Komm-ins-Team-Tourismus.html>) and a specific social media campaign aimed specifically at young people to strengthen the image and attractiveness of the industry and demonstrate the versatility of tourism as an employer. It runs with the title “Team Tourism – strong branch, your chance!”

FI

In Finland, for instance the next two good practices can be shared in raising awareness of skills needs in tourism: The National Forum for Skills Anticipation and The Labour Force Barometer. Both practices facilitate the collection and sharing data on tourism workforce and skills issues. The National Forum for Skills Anticipation provided by Finnish National Agency for Education, carries out future-oriented work that helps to map different future prospects relating to working life, skills, and education and training as well as to prepare for tomorrow’s challenges today. The timeframes for anticipation are the medium term of 5 to 9 years, and the long term of 10 to 15 years. One of the anticipation group focuses on the tourism sector. In the group representatives of education and working life engage in a dialogue on the future and produce and analyse anticipation information. Some of the results are published in Education Statistics Finland.

<https://vipunen.fi/en-gb/foresight>

<https://www.oph.fi/fi/palvelut/osaamisen-ennakointifoorumi-oef>

In addition, Ministry of Economic Affairs and Employment together with regional Centres for Economic Development, Transport and the Environment (ELY Centres) provide The Labour Force Barometer aiming to produce high-quality and comprehensive short-term information on labour and competence needs for citizens, employers, educational institutes and decision-makers.

<https://tem.fi/en/labour-force-barometer>

<https://tyovoimabarometri.fi/>

c) Providing effective information channels towards stakeholders on knowledge, resources and funding opportunities on tourism

CZ

The main and the most actual and frequent communication channel towards stakeholders is the CzechTourism’s newsletter. Mentioned newsletter is being sent every week via email by the CzechTourism agency towards regional DMO coordinators which then forward valid and relevant information towards specific stakeholders and local DMOs. The Ministry for regional development also publishes all information publicly on its webpage or as a founder of mentioned NTO, through the CzechTourism agency. (<https://mmr.gov.cz/cs/ministerstvo/cestovni-ruch>). Additionally, the communication between the Ministry and/or CzechTourism and stakeholders is conducted through various stakeholder associations and NGOs, which cooperate within the Ministry’s task forces for different agendas.

Information and communication system was rebuilt with the system of DMOs. Communication with partners goes through regular info mailing to DMOs and associations and organizations in tourism.

Also other relevant actors regularly, as for example the Association of Tourist Information Centres, share important information by e-mailing, on our website and facebook. The Association organizes member's forum twice a year to inform about activities and news in tourism. <https://aticcr.cz/>
<https://www.facebook.com/aticcr>

DE

Machine translation:

Launched in February 2024, the 'Green Transformation of Tourism Competence Centre' acts as an information hub and aims to address knowledge on green transformation to tourism multipliers and to communicate resource- and climate-friendly innovations in tourism within the sector. In addition, the "Förderwegweiser Tourismus" provides information on all relevant funding opportunities specifically for the tourism sector at the level of the EU, the federal government and the federal states.

Original text:

Das im Februar 2024 gestartete "Kompetenzzentrum Grüne Transformation des Tourismus" fungiert als Informationsknotenpunkt und soll Wissen zur grünen Transformation an touristische Multiplikatoren adressieren sowie ressourcen- und klimaschonende Innovationen im Tourismus innerhalb der Branche kommunizieren. Zudem wird mit dem Förderwegweiser Tourismus über alle relevanten Fördermöglichkeiten speziell für den Tourismusbereich auf Ebene der EU, des Bundes und der Länder informiert.

<https://kompetenzzentrum-tourismus.de/>

IE

The Digital that Delivers programme is a ground-breaking initiative from Fáilte Ireland, designed to power digital transformation for visitor attractions, activity providers and day tours over a two-year programme. This programme supports businesses to showcase their product in front of more domestic and international customers, grow online sales, and develop digital skills. Businesses on this programme will become more promotable, searchable, and ultimately bookable online. Fáilte Ireland is delivering this programme in partnership with leading digital experts to provide training, mentoring and financial supports. These include a bespoke digital roadmap and action plan, grant funding for projects to enable areas like website enhancement, improved booking systems, new content and digital marketing strategies.

227 businesses graduated from the programme in 2023 while a further 200 will be recruited to start a 2-year digital transformation programme this year.

HR

The Ministry of Tourism and Sports established an integrated information system of e-services in tourism, which is available on the e-Citizens platform under the name eTurizam. Within eTurizam, through the TuRiznica service, a list of all active tenders and public calls for the allocation of financial resources from the Ministry of Tourism and Sports is available <https://mints.gov.hr/eTurizam/sustav-za-pregled-i-dodjelu-dostupnih-potpورا-in-turizmu-turiznica/21662>.

LU

<https://guichet.public.lu/fr/entreprises/financement-aides.html>

AT

Co-operation with other ministries, departments, institutions and the tourism industry is organised for specific topics either long term via strong coordination at political level supported by a Steering Group for Tourism, permanent working groups or round tables (e.g. implementation of Plan T – Masterplan for Tourism, sustainable mobility, visa, bike tourism), or on a case-by-case basis (e.g. development of new funding schemes, new legislation affecting tourism).

In addition to a yearly political format (Minister/State Secretary with tourism politicians of the federal provinces) the Ministry is cooperating

- with the Länder in a Steering Group for Tourism
- with the Austrian Economic Chamber in financing and supervising ANTO
- with ANTO in tourism marketing activities
- with the Austrian Bank for Tourism Development (OeHT) and the Länder in tourism funding - with stakeholders in regular round-tables on various issues
- with all social partners on questions of business related issues within the general tourism policy and horizontal issues of tourism development (e.g. in carrying out specific initiatives in tourism education and training, barrier-free activities, mobility issues)
- with the Austrian Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology in the field of the Austrian Ecolabel, sustainable tourism mobility and cycling tourism
- with other Ministries according to current topics
- ...

The substantial involvement of stakeholders in these groups and other events allows for a broad sharing of good practices and ideas. In addition, a comprehensive website by the Ministry and a regular newsletter further informs tourism stakeholders in Austria. The Austrian Tourism Day (yearly event), organised by "Austria Tourism" in cooperation with the Ministry, additionally bring together the most important stakeholders to discuss current issues of importance in tourism. More information: <https://www.tourismustage.at/>

On 25/26 June 2024, "Austria Tourism" in cooperation with the Ministry held the first Sustainable Tourism in Austria summit. <https://stias.austria.info/en>

PL

In Poland, cooperation between stakeholders, cities and organisations is increasingly common. The Union of Polish Cities (ZMP) is the main organisation bringing together city governments and promoting member cities (355 cities - as of June 2023) in Poland and abroad. A unique project of ZMP is the EMPIRIE Network for Experience Exchange <https://empirie.miasta.pl/> based on the idea of networking implemented under the 'Local Development' programme. The networks, bringing together representatives of small and medium-sized cities, are a platform for the exchange of knowledge and experience, mutual learning and the development of new solutions. Participants in the Entrepreneurial City network can, for example, share their knowledge on local products and cooperation with local entrepreneurs for the development of tourism in the city.

In addition, the ZMP has launched the Local Development Forum <https://forum-rozwoju-lokalnego.pl/> - an open platform for debate between local government, government and experts. Through a series of open, free online seminars for representatives of small and medium-sized cities, tools for sustainable and endogenous local development are promoted. Materials on city marketing strategies

and city branding are available under the 'Territorial Marketing' tab for decision-makers and other interested parties.

In addition, ZMP maintains a database of good practices for local government units, e.g. in the field of 'Culture and recreation' <https://www.dobrepraktyki.pl/projekt/smup/lista?ability=270> .

Congresses of Polish Cities have been held annually since 2003.

PT

Organization of webinars on specific topics, in partnership with relevant national entities (e.g. European funding opportunities, with the collaboration of Agência para o Desenvolvimento e Coesão, the Portuguese authority for the management of ESI Funds).

d) Developing new skills profiles and curricula in tourism education and training

CZ

The Ministry of Regional Development of the Czech Republic and the CzechTourism agency place great emphasis on public education as well as training and skill development for workers in the tourism industry. This is one of the strategic goals of both institutions. CzechTourism, in cooperation with the Ministry of Regional Development, actively collaborates with a number of secondary and higher education institutions in the Czech Republic that focus on the tourism sector or offer educational programs in this area.

This collaboration includes (<https://tourdata.cz/pro-skoly/>):

- Development and implementation of educational programs and courses tailored to the specific needs of the tourism industry.
- Support for internships and practical experiences for students within various organizations and companies operating in tourism.
- Organizing conferences, seminars, and workshops that connect students, professionals, and experts.
- CzechTourism also conducts lectures with educational institutions on all levels on Czech educational system

Some of education institutions that offer educational programs in Tourism are: College of Higher education Pilsen (Cestovní ruch | vošplzeň.cz (vosplzen.cz)), Masaryk University in Brno (Regional Development and Tourism – bachelor's studies | Masaryk University (muni.cz)), The University of Economics in Prague (Katedra cestovního ruchu – Vysoká škola ekonomická v Praze (vse.cz)), The Secondary School of Gastronomy and Hotel Industry Ltd (Cestovní ruch denní studium - Střední škola hotelová Praha 4 (ssgh.cz)), Hotel school in Poděbrady (Hotelová škola Poděbrady (hotelovkapodebrady.cz)) Business Academy, College of Tourism, and Language School in Karlovy Vary (Obchodní akademie, vyšší odborná škola cestovního ruchu a jazyková škola – s právem státní jazykové zkoušky Karlovy Vary, příspěvková organizace (oakv.cz)) Lomnice nad Popelkou Secondary School (Cestovní ruch | Střední škola Lomnice nad Popelkou (skola-lomnice.cz)) and many others.

DE

Machine translation:

In dual vocational education and training in Germany, the development and designation of the necessary professional skills is primarily carried out by employers and employees (social partners), who are particularly close to company practice and are able to identify needs well and early on. The

dual training occupations in the tourism industry also benefit from this. Since 2022, we have been training here in six modernised and one newly created training occupation.

In order to meet the changes in activities and requirements, qualification in the company is to be rethought and tested. The Federal Ministry of Labour and Social Affairs (BMAS) supports companies, in particular SMEs and their employees, with tailor-made analysis, consulting and innovative qualification offers with the nationwide ESF Plus funding program "Zukunftszentren". The offers of the "Zukunftszentren" are predominantly open to the sector and are thus also aimed at companies and employees from the tourism industry.

Original text:

Die Entwicklung und Benennung erforderlicher beruflicher Kompetenzen geschieht in der dualen beruflichen Bildung in Deutschland in erster Linie durch Arbeitgeber- und Arbeitnehmer (Sozialpartner), die besonders nah der betrieblichen Praxis sind und Bedarfe entsprechend gut und früh erkennen können. Hiervon profitieren auch die dualen Ausbildungsberufe der Tourismuswirtschaft. Seit 2022 bilden wir hier in sechs modernisierten und einem neu geschaffenen Ausbildungsberuf aus.

Um den Veränderungen von Tätigkeiten und Anforderungen gerecht zu werden, soll Qualifizierung im Betrieb neu gedacht und erprobt werden. Das Bundesministerium für Arbeit und Soziales (BMAS) unterstützt mit dem bundesweiten ESF Plus-Förderprogramm „Zukunftszentren“ Unternehmen, insbesondere KMU und ihre Beschäftigten, mit passgenauen Analyse-, Beratungs- und innovativen Qualifizierungsangeboten dabei, die Veränderungsprozesse sozial zu gestalten. Die Angebote der „Zukunftszentren“ sind überwiegend branchenoffen und richten sich damit auch an Unternehmen und Beschäftigte aus der Tourismusbranche.

www.bmas.de/zukunftszentren und

www.zukunftszentren.de

IE

Ireland's National Skills Strategy 2025 – Ireland's Future' is designed to ensure that the education and training system will deliver more flexible, innovative and interdisciplinary skills.

A new suite of third-level education programmes is being developed to encourage the retention and recruitment of talent for the tourism and hospitality sector. Recent research from Fáilte Ireland indicated that almost 1 in 4 staff employed during the peak tourism season are expected to be new to the tourism industry therefore a focus on training and upskilling is central to these practical new online education programmes.

The new online education programmes will provide tourism and hospitality employees with access to third-level qualifications to upskill them and help advance their career in the sector.

The practical, skills-focused programmes was developed by TU Dublin School of Hospitality Management & Tourism in conjunction with the Tourism and Hospitality Careers Oversight Group which is chaired by Fáilte Ireland.

<https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/Publications/tourism-careers-labourr-research-pdf-1-8mb.pdf?ext=.pdf>

ES

On raising skills, Spain has developed a new Plan for training of digital skills in the Tourism sector. The objectives of such plan are: 1. To design training actions to promote digital competence in the tourism sector, in response to a demand from companies in the industry. 2. To identify competence levels aligned with the learning outcomes, considering the diversity of kinds of labour in the tourism sector. 3. To design correctly levelled training actions, which allow for the consolidation of knowledge at one level before moving on to the next one. 4. Promote the collaboration of the private sector in the design of the training and, in collaboration with training entities, design gradual and customizable training itineraries, in which current educational technologies play a central role. 5. Orient training actions towards learning outcomes adapted to the needs of the different companies. Competencias_Digitales_DEF.pdf (mintur.gob.es)

HR

Considering the specific problems of education in the sector of tourism and hospitality, such as outdated education programs and a fragmented network of schools, the projects of VET centers of competence, which are introduced as places of excellence for training in tourism, concluded its implementation by the end of 2023. The centers promoted partnerships and networking among different stakeholders in the public, private and civil sectors, as well as supported a high-quality infrastructure, modern equipment and innovative learning models adapted to regional labour market needs. Full implementation of planned activities was completed by the end of 2023 and included the development of 42 educational programs and participation of 4137 students, 1189 teachers and 6185 adult learners. In 2023, the Ministry of Tourism and Sport continued to finance the implementation of the Call on "Improving the access of vulnerable groups to the labour market in the tourism and hospitality sector II" with the objective to increase the employability of vulnerable groups (persons with disabilities). Through the development and implementation of the training program, the target group of people with disabilities acquired professional knowledge to work in the tourism and hospitality sector. Implemented activities also improved the professional and andragogic knowledge of experts in the tourism and hospitality sector to work with people with disabilities. There were 1388 persons with disabilities and 137 experts from the sector included in the project activities and trained. All occupational standards in the tourism and hospitality sector are available at <https://hko.srce.hr/registar/standardi?datumOd=&datumDo=13.6.2024.&sektor=10&nacinUpisaSko mp=&nacinUpisaSiu=&razina=&razinaEQF=&agencija>

In the framework of the NRRP through the investment *Strengthening the capacity of the system for resilient and sustainable tourism*, by the end of 2025 it is planned to develop 10 educational programs designed to strengthen knowledge and skills in tourism, and to educate at least 1,000 people for specific jobs in the sector of tourism and hospitality. Education will be aimed towards the employed persons, unemployed persons and employees in the state system administration and tourist boards. Education will include training courses in the field of tourism, or upgrading existing qualifications in the sector.

CY

The Deputy Ministry of Tourism aims at the continuing education and professional training of human resources, with the aim of developing knowledge and skills in the field of tourism and hospitality, with a vision to make life-long learning and quality hospitality a priority for individuals and businesses that have direct or indirect relationship with tourism. Among the goals of the Deputy Ministry of Tourism, in the field of tourism education, are the following:

- Lifelong targeted training (up-skilling) and further training in knowledge and skills (re-skilling)

- Cultivating tourism awareness among professionals and the general public
- Dissemination of knowledge about new trends and challenges in tourism
- Dealing with the problem of lack of human resources
- Increasing demand for tourism professions
- Promotion of Cypriot Hospitality
- Achieving synergies with agencies in Cyprus and abroad
- Training to comply with the legislative framework
- Industry and public familiarity with the destination
- Information on employment opportunities in tourism
- Exchange of know-how and best practices
- Upgrading the tourist product
- Optimizing the services provided
- Providing quality hospitality to guests

Detailed information on open skilling and upskilling seminars can be found at our website:

(https://www.tourism.gov.cy/tourism/tourism.nsf/educational_el/educational_el?OpenDocument)
and on our social media <https://www.facebook.com/dmtcyprus>)

LV

In Latvia, tourism education programs are developed and offered by 2 strong universities: Vidzeme University and Tūriņa University. In addition, to gain in-depth knowledge and practical experience in the field of tourism, both Universities offer internship opportunities abroad in the tourism field.

The purpose of the Sectoral Expert Councils (NEP) is to promote the compliance of the vocational education of the sectors with the requirements of the labor market, increasing its efficiency and quality, promoting the cooperation of the state and local governments, vocational education institutions, employers of the industry and their associations, trade unions and their associations and specialists in matters of human resources development.

One of the issues of the tourism and beauty Sectoral Expert Council is tourism education and participation in the development of training skills profiles and curricula.

LU

<https://www.ehtl.lu/formations/tourisme-3/>

<https://www.bbi-edu.eu/>

MT

The Institute for Tourism Studies has recently launched a separate Training School to cater for re-skilling and upskilling of employees in the industry and for prospective employees. This provides hands-on, industry-related training. The training is accredited, can be off-the-shelf and bespoke, and can be delivered at the workplace. The courses cover six categories: hotel management, Food and Beverage' Travel and Tourism' Events and Leisure' Sports and Wellness; Other training. <https://its.edu.mt/> <https://www.trainingschool.its.edu.mt/>

AT

Austria has a well-established and successful tourism education system with tourism schools, an apprenticeship system (dual education) and renowned academic institutions (universities and universities of applied sciences).

The Ministry is in regular exchange with tourism schools. Work is ongoing for a new curriculum for tourism schools with the aim of finalisation by 2026 (lead: Ministry of Education).

PL

In April 2022 the University of Tourism and Ecology launched the project 'Processes and model for integrating stakeholders in the local tourism economy after the COVID-19 pandemic'. The project was implemented until 18 April 2024.

The main objective of the project was to increase cooperation between the scientific community and representatives of the business sector in the area of the tourism sector, including tourism SMEs and tourism DMOs as integral players in the tourism industry in the era of the COVID-19 pandemic. The scientific objective of the project was to diagnose and develop the organisational, legal and financial concepts necessary for the vertical and horizontal integration of tourism stakeholders. The form of associations, product consortia or companies playing the role of a so-called Destination Management Organisation was adopted as an effect of public-private partnership as a tool in modern tourism management.

The University's project was accepted for funding through a competition for the implementation of projects under the programme called 'Science for Society', announced by the Communication of the Minister of Education and Science of 1 July 2021 on the establishment of the programme called 'Science for Society'. For the implementation of the project, the Minister granted the University funding in the amount of PLN 1,288,000.00

PT

Promotion of online and face-to-face courses on various aspects/areas of the tourism sector and for different target audiences, accessible through the Digital Academy of Turismo de Portugal (<https://academiadigital.turismodeportugal.pt/>).

RO

Tourist Destination manager courses

According to the partnership between MEET and the Economic Studies Academy in Bucharest/Business and Tourism Faculty, there was launched the postgraduate course Tourist Destination Manager. This position is required by the legislation for the certification of a DMO at local level, county and regional level.

SI

Micro-credentials: A New Approach to Recognizing Learning Achievements (<https://www.ft.um.si/bodoci-studenti/center-za-izobrazevanje-v-turizmu/#mikrodokazila>)

Micro-credentials, also commonly referred to as micro-badges or micro-certifications, are a form of formal recognition of educational achievements. They are specialized documents or badges that certify that an individual has successfully completed a specific short training course, program, workshop, or training module in a very specific area of knowledge or skill. Microcredentials are typically smaller than traditional diplomas or certificates and focus on narrower competencies or skills. A key advantage of micro-credentials is their flexibility and adaptability to lifelong learning approaches. Individuals can earn micro-credentials in a field of interest without having to enrol in an entire degree program. This allows for faster acquisition of specific skills or knowledge that can be immediately applied in professional or personal life. Micro-credentials are becoming increasingly recognized and accepted in the business and education worlds, as they provide a flexible way to acquire knowledge and increase

access to education. Individuals can use them to enhance their employability, demonstrate specific competencies to employers, or fulfill personal learning goals.

e) Supporting establishing regional and local skills partnerships for tourism

DE

Machine translation:

The Alliance for Education and Training from politics, industry and trade unions, which is also relevant for tourism, is committed to strengthening the attractiveness and quality of dual training, solving matching problems and, above all, attracting young people to dual training. In addition, the BMWK is working in cooperation with the RKW to implement the networking of training ambassador initiatives. The Alliance's work is accompanied by a major publicity campaign, the 'Summer of Vocational Training'. Under this umbrella term, the alliance partners jointly organise their public relations work in order to attract young people and companies to dual vocational training. The Alliance Declaration 2023-2026 focuses on career guidance and the transition from school to vocational training.

Original text:

Die branchenübergreifende aber auch für den Tourismus relevante Allianz für Aus- und Weiterbildung aus Politik, Wirtschaft und Gewerkschaften setzt sich dafür ein, die Attraktivität und die Qualität der dualen Ausbildung zu stärken, Matchingprobleme zu lösen und vor allem junge Menschen für die duale Ausbildung zu gewinnen. Zudem arbeitet das BMWK in Zusammenarbeit mit dem RKW an der Umsetzung der Vernetzung von Ausbildungsbotschafterinitiativen. Die Arbeiten der Allianz werden begleitet von einer großen Öffentlichkeitskampagne, dem „Sommer der Berufsausbildung“. Unter diesem Oberbegriff richten die Allianzpartner ihre Öffentlichkeitsarbeit gemeinsam aus, um junge Menschen und Betriebe für eine duale Berufsausbildung zu gewinnen. Die Schwerpunkte der Allianzklärung 2023-2026 sind die Berufsorientierung sowie der Übergang aus der Schule in die Berufsausbildung.

<https://www.aus-und-weiterbildungsallianz.de/AAW/Navigation/DE/Home/home.html>

Machine translation:

The SCHULEWIRTSCHAFT network promotes long-term and sustainable cooperation between schools and business enterprises, including in tourism. The aim is to provide pupils of different types of schools with practical insights into working life as early as possible. This serves, among other things, the early securing of young talent or skilled workers for companies.

Since 2012, the BMWK has been sponsoring a competition in which prizes are awarded in various categories. The aim of the award ceremony and the competition is to make known the companies' high commitment to professional orientation as well as good practical examples and to encourage imitation. The feedback from the competition participants impressively shows that their commitment contributes to recruiting suitable applicants for their apprenticeships and to increasing the awareness of their companies in the region.

Original text:

Im Rahmen des SCHULEWIRTSCHAFT-Netzwerkes wird die langfristige und nachhaltige Zusammenarbeit zwischen Schulen und Wirtschaftsunternehmen - auch im Tourismus - gefördert. Ziel ist es, den Schülerinnen und Schülern verschiedener Schulformen möglichst früh praktische Einblicke

in das Arbeitsleben zu ermöglichen. Dies dient u.a. der frühzeitigen Nachwuchs- bzw. Fachkräftesicherung der Unternehmen.

Seit 2012 fördert das BMWK hierzu einen Wettbewerb, bei dem Preise in verschiedenen Kategorien verliehen werden. Ziel der Preisverleihung und des Wettbewerbs ist es, das hohe Engagement der Unternehmen für die berufliche Orientierung sowie gute Praxisbeispiele bekannt zu machen und zur Nachahmung anzuregen. Die Rückmeldungen der Wettbewerbsteilnehmenden zeigen eindrucksvoll, dass ihr Engagement dazu beiträgt, passende Bewerberinnen und Bewerber für ihre Ausbildungsplätze zu rekrutieren und den Bekanntheitsgrad ihrer Unternehmen in der Region zu steigern.

www.schulewirtschaft.de/preis

IE

Fáilte Ireland recently launched a series of regional development strategies. One of the most important parts of these strategies will be to support our tourism providers with the skills they need to navigate an uncertain operational environment and to be prepared to seize the opportunity when it presents itself. In recognising the challenges facing the industry in terms of labour shortages and rising input costs, Fáilte Ireland will deliver supports in a number of ways. These include Account Management, Network and Cluster Development and the implementation of National Support Programmes.

<https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/Irelands%20Ancient%20East/Draft-IAE-Regional-Tourism-Development-Strategy.pdf>

LV

To increase and support the competitiveness of small and medium-sized enterprises, the Ministry of Economics has developed a cluster program, within the framework of which the creation of regional and local tourism partnerships is supported with the aim of cooperating, exchanging good practices and experiences, and jointly offering integrated and innovative tourism products: <https://www.liaa.gov.lv/lv/programmas/turisma-produktu-attistibas-programma>

PL

Since 1997, the Tourism Forum of the Regions (<https://forumturystyki.pl/>) has been carrying out activities aimed at mobilising and developing people and institutions in the tourism sector in Poland. The Forum is a platform for cooperation and exchange of experience between the broadly defined tourism sector and regional self-governments.

PT

The "Closer Training" Programme, developed by the Schools of Turismo de Portugal in partnership with local authorities, was launched in FEB22 to decentralize training in tourism and adapt it to local needs throughout the national territory. The training programs vary between 50 and 200 hours and are tailored to each territory, based on a diagnosis carried out by Turismo de Portugal with each municipality; based on this diagnosis, a training plan is created to respond to the local needs of the tourist activity along with a complementary plan that contributes to the enhancement of the territory and to the training of employees from the municipality and/or partner entities.

Additionally, in 2019 Portugal created a National Commission for training in tourism, which gather actors at national, regional and local level.

f) Supporting learning opportunities and best practice exchange for tourism SMEs

CZ

The Association of Tourist Information Centres of the Czech Republic organizes workshops, meetings for members' employees in more than 10 of our regions every year. As already mentioned, it also organizes members forum twice a year to share good practice. <https://aticcr.cz/>
<https://www.facebook.com/aticcr>

DE

Machine translation:

The National Continuing Education Strategy (NWS) established a long-term exchange and advisory process on continuing education policy for the whole of society. Under the leadership of the Federal Ministry of Labour and Social Affairs (BMAS) and the Federal Ministry of Education and Research (BMBF), it is supported by a total of 17 partners, in particular the Länder, social partners and the Federal Employment Agency.

Within the framework of the NWS, numerous measures have already been launched to improve training opportunities and thus contribute to a positive development of the skilled labour situation in Germany. In particular, the career development and advancement opportunities of the workforce should be systematically promoted throughout the life course. In addition, the training programmes of the federal and state governments need to be even better coordinated and made more widely known.

In order to strengthen continuing training in companies, in particular in SMEs, the federal programme 'Building up continuing training networks' is being implemented (running from 2020 to 2024). Continuing education networks are networks in which several companies and participants in the continuing education landscape as well as regional people and institutions active on the labour market enter into cooperation. In particular, the focus is on the exchange among the participants of a network, the identification of the training needs in the companies as well as the advice on and research for suitable training offers or the conception of new training measures according to the determined needs of the companies. A total of 53 training associations from different sectors (including the hospitality industry) and the central coordination centre 'forum wbv' are funded nationwide.

National Continuing Education Strategy - BMAS:

Original text:

Mit der Nationalen Weiterbildungsstrategie (NWS) wurde ein langfristig angelegter gesamtgesellschaftlicher Austausch- und Beratungsprozess zur Weiterbildungspolitik aufgesetzt. Unter der Federführung des Bundesministeriums für Arbeit und Soziales (BMAS) und des Bundesministeriums für Bildung und Forschung (BMBF) wird er von insgesamt 17 Partnern, insbesondere den Ländern, Sozialpartnern und Bundesagentur für Arbeit, getragen.

Im Rahmen der NWS wurden bereits zahlreiche Maßnahmen zur Verbesserung der Weiterbildungsmöglichkeiten auf den Weg gebracht und zählt damit auf eine positive Entwicklung der Fachkräftesituation in DEU ein. Insbesondere sollen die beruflichen Entwicklungs- und Aufstiegschancen der Arbeitskräfte systematisch durch den Lebensverlauf hindurch gefördert werden. Darüber hinaus müssen die Weiterbildungsprogramme von Bund und Ländern noch besser aufeinander abgestimmt und stärker einer breiteren Öffentlichkeit bekannt gemacht werden.

Um Weiterbildung in den Unternehmen, insbesondere in KMU zu stärken, wird das Bundesprogramm „Aufbau von Weiterbildungsverbänden“ umgesetzt (Laufzeit 2020 bis 2024). Weiterbildungsverbände sind Netzwerke, bei denen mehrere Unternehmen und Beteiligte der Weiterbildungslandschaft sowie regionale am Arbeitsmarkt agierende Menschen und Institutionen Kooperationen eingehen. Im Fokus stehen dabei insbesondere der Austausch unter den Mitwirkenden eines Verbundes, die Identifikation der Weiterbildungsbedarfe in den Betrieben sowie die Beratung zu und Recherche nach geeigneten Weiterbildungsangeboten bzw. die Konzeption neuer Weiterbildungsmaßnahmen gemäß dem ermittelten Bedarf der Unternehmen. Bundesweit werden insgesamt 53 Weiterbildungsverbände aus unterschiedlichen Branchen (u.a. Gastgewerbe) sowie das zentrale Koordinierungszentrum „forum wbv“ gefördert.

Nationale Weiterbildungsstrategie - BMAS bzw:

<https://www.bmas.de/DE/Arbeit/Aus-und-Weiterbildung/Berufliche-Weiterbildung/Nationale-Weiterbildungsstrategie/nationale-weiterbildungsstrategie.html>

<https://www.bmas.de/DE/Arbeit/Aus-und-Weiterbildung/Berufliche-Weiterbildung/Weiterbildungsverbuende/weiterbildungsverbuende.html>

IE

Fáilte Ireland launched learniFI, a new learning management system in March 2023 offering online courses to support the development of careers in tourism.

Whether a new starter learning new skills or a more experienced employee looking for career progression, the learning platform learniFI provides learning programmes that can be accessed anytime, anywhere.

More info: <https://supports.failteireland.ie/welcome-to-learnifi/>

To promote tourism careers among the next generation of talent and their influential audiences, tourismcareers.ie continues to be developed resulting in further increases in traffic. Initiatives include a Transition Year Work Placement Programme to give Transition Year students a high-quality work placement.

Surveys show that around 40% of those who complete a placement in participating businesses have secured part time employment as a result.

There are work placement opportunities available in every county and Fáilte Ireland continues to engage with local businesses to increase business numbers to assist recruitment of local young talent.

More info at <https://www.failteireland.ie/tourismcareers>

As a result of the arrival of many Ukrainian nationals into Ireland in recent years and following Government insights indicating that many of these arrivals continue to look for employment in Ireland, Fáilte Ireland has collaborated with the Department of Social Protection to amplify job vacancies and career opportunities at [Careers in Tourism & Hospitality Sector Profile | CareersPortal.ie](https://careersportal.ie) (tourismcareers.ie) to Ukrainian jobseekers.

A bespoke information email was sent to nearly 17,000 Ukrainian jobseekers, resulting in a large spike in activity at the Live Jobs section of https://tourismcareers.ie/sectors/sectors.php?sector_id=16

Fáilte Ireland has also created a range of induction, practical skills and customer service eLearning supports in Ukrainian to support businesses who recruit Ukrainian people to onboard them effectively.

More info: <https://www.failteireland.ie/tourism-careers/industry-supports-for-ukrainian-citizens.aspx>

EL

The Ministry of Tourism plans to run a project funded by the Recovery and Resilience Facility aiming at the upskilling and reskilling of the human resources of the tourism sector. Its main purpose is, through brief vocational programmes, to equip the workforce of any age with the skills needed in the labour market as well as with skills in line with the green and digital transition of the EU. During 2023, (a) the Joint Ministerial Decision 10019/17.05.2023 (Gov. Gazette B' 3428) for submission of applications, including certification requirements and evaluation procedure for the participants of the courses, was issued and (b) the electronic platform for applications was set up by Computer Technology Institute and Press "Diophantus". The first cycle of courses (out of four at the most) is expected to begin by the end of 2024.

LV

To increase and support the competitiveness of small and medium-sized enterprises, the Ministry of Economics has developed a cluster program, within the framework of which SME entrepreneurs have the opportunity to learn and acquire good practices in the field of tourism. Industry associations and the Investment and Development Agency of Latvia provides a great deal of support to tourism SME entrepreneurs, organizing various forms of cooperation not only within Latvia, but also abroad: <https://www.liaa.gov.lv/lv/programmas/turisma-produktu-attistibas-programma>

AT

In cooperation with tourism-consultancy firms, the Austrian Bank for Tourism Development (OeHT) released the so-called "Fitnesscheck", a benchmark comparison for the accommodation & gastronomy sector. The "Fitnesscheck" is based on financial data from a thousand companies in the sector.

This gives SMEs a very important tool to evaluate their economical performances. Once enough data on ESG KPIs is collected, future updates should also allow sustainability benchmarking for tourism businesses. <https://www.oeht.at/beraten-lassen/know-how-und-kennzahlen/>

PL

The Polish Chamber of Tourism, under sub-measure 2.2.1. 'Improvement of management, development of human capital and support for innovative processes of enterprises' of the Operational Programme Knowledge Education Development, is implementing the project entitled 'My job in tourism - increase of competencies of employees of the tourism sector'. The aim of the project is to improve operational effectiveness and adaptability of enterprises in the tourism sector by increasing competencies of employees in the scope recommended by the Sectoral Council for Competencies in Tourism.

The project provides support to 710 SME business owners and their employees through subsidised training and consultancy in the following thematic areas:

- Customer service in travel agencies in light of the new Act on tourist events and related tourist services of 24 November 2017. (Journal of Laws, item 2361),
- Personal data security in tourism enterprises.

Among the proposed training courses are practical aspects of tourism contracts and the application of regulations in practice. Tourism sector enterprises can also take advantage of other development services (training or consultancy), in line with the recommendations of the Sectoral Competence

Council, by selecting an offer from the Development Services Database that suits the needs of the company. Under the project 459 tourism sector employees will improve their competencies.

The development services that an enterprise can benefit from are those included in the recommendations of the Sectoral Competence Councils. As a rule, development services are provided through the Development Services Database. The Training Database is available at: <https://szkolenia.com/firma/kadry-turystyki-kursy-i-szkolenia-turystyczne-206>.

As part of the Local Development Forum, the Association of Polish Cities is organising a series of open, free online seminars for representatives of small and medium-sized cities to promote tools for sustainable local development. Material on city marketing strategies and city branding is available at: <https://forum-rozwoju-lokalnego.pl/kategorie/16>

In addition, the experts of the Interreg Europa 2021-2027 learning platform are organising a series of events on regional development in the broadest sense. The schedule of webinars can be found at: <https://www.interregeurope.eu/news-and-events/events>

PT

The qualification of workers in the Tourism sector is one of the priorities of the Portuguese Tourism Strategy 2027, and the "Closer Training" Programme, which is aimed at entrepreneurs, managers, intermediate and operational staff, covers both upskilling and reskilling processes with a view to adding value to businesses and territories; additionally, it proposes to be an instrument for attracting talent, qualifying people from other sectors and/or unemployed people who want to enter the tourism sector.