

Create a common framework to support tourism destinations and businesses in assessing and sharing information about risks and mitigation measures, and facilitate broad uptake of such a tool

Level	European
To whom is directed	European Commission
Who should be involved?	National Tourism Organisations (NTO), Regional and Local Destination Management Organisations (DMO), Professional Associations, Tourism Businesses (SMEs)
Time bound	Short-term
Effort	Moderate Effort
Why?	<p>The tourism ecosystem does not engage frequently in risk sensing actions and lacks common mechanisms for identifying and assessing risks. This deficiency in robust, uniform risk assessment frameworks leaves destinations without clear guidance on how to prepare for unforeseen events.</p> <p>Such a common framework could provide well-defined common tools, along with a step-by-step guide for destination management organisations and tourism businesses across the EU. It would expand the learning material created by this current project for the EU Academy. It would assist in identifying potential risks, assessing their impacts, and developing mitigation strategies, significantly enhancing the ecosystem's preparedness. The framework could help destinations to start considering and implementing crisis preparedness measures and resilience building, by enabling comparability and promoting the design and sharing of proactive measures. It would better address crisis management needs if they arise, in order to minimise disruptions to tourism activities and strengthen resilience.</p> <p>Furthermore, this framework has the potential to be replicated across other industries, extending its use and benefits beyond the tourism ecosystem</p>

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High-level implementation steps and options

Develop a Common Framework

- Launch a study or pilot action to establish a common framework with criteria and methodologies to identify and assess risks in tourism.
- Leverage the framework developed and experiences collected under the Crisis Management and Governance in Tourism Project.

Define how such a framework should work and how it could be facilitated to be used by the tourism ecosystem in collaboration with stakeholders

- Identify and define the most effective and efficient way to facilitate the use of the framework (e.g., user-friendly digital website, training), allowing easy access for tourism stakeholders.
- Define how tourism ecosystem stakeholders could conduct regular risk assessments to identify potential risks, evaluate their likelihood and impact, and design appropriate mitigation measures.
- Define how to include comprehensive guidelines on using the framework, including best practices for identifying and assessing risks, as well as for developing mitigation strategies.
- Define how to associate an intelligence centre with the overall results of the assessments and with dashboards for users to analyse risks and mitigation measures identified by others with similar profiles. This would facilitate peer learning.

The information and perspectives presented in this document represent the findings and conclusions of the European Commission's project "Crisis Management and Governance in Tourism" funded under the SME Pillar of the Single Market Programme and developed by Deloitte. These findings are based on data and context available during the study period and are intended solely to provide insights on the project's objectives. The interpretations herein do not necessarily reflect the views of the involved organisations and should not be construed as definitive conclusions applicable to all contexts or as a commitment to implement the recommendations. Further, the European Commission and Deloitte are not liable for any consequence stemming from the reuse of this document.

For more detailed information on project's results and outputs, please visit the project webpage [Crisis Management and Governance in Tourism - European Commission](#).