Develop a pilot project to implement a Tourism Resilience and Crisis Preparedness Innovation Lab, a consortium uniting research institutes and startups developing and testing innovative solutions which could be established a long-term policy support mechanisms for crisis management in tourism

Level	European
To whom is directed	European Parliament
Who should be involved?	European Commission, Universities, Polytechnic schools and Tourism related startups, Destination Management Organisations, Professional Associations, Tourism Businesses, National Tourism Organisations (NTO), Regional and Local Destination Management Organisations (DMO), Tourism Clusters and Networks
Time bound	Long-term
Effort	Moderate Effort
Why?	To address the **gap in resilience and crisis management research and innovation within tourism**, we recommend developing a project to test the implementation of an EU Tourism Resilience and Crisis Preparedness Innovation Lab. This will be potentially useful in the support of tourism policy, through continuously monitoring crisis resilience and developing new approaches and initiatives for implementation across the EU tourism ecosystem. This lab would bring together academia, startups, and tourism stakeholders to combine research with practical solutions, creating innovative tools for crisis preparedness and management. The hub could foster collaboration that produces effective, real-world solutions, by integrating academic research with the agility of startups. Universities would provide theoretical knowledge while startups offer practical applications, ensuring comprehensive and actionable responses to crises. It would also facilitate the real-world testing of solutions, ensuring they meet the practical needs of tourism destinations and businesses. This ongoing research and development would keep the sector's tourism and crisis management strategies relevant and effective. The innovation lab can generate new tourism products and services, crisis preparedness and management solutions, mechanisms, tolls and frameworks, It has the potential to be further developed and replicated across the EU tourism ecosystem.

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High-level implementation steps and options	*Conduct the initial assessment and scoping* • Identify and analyse existing gaps in resilience and crisis management within the EU tourism sector to establish a clear understanding of the challenges that need to be addressed. • Define the primary objectives, expected outcomes, and scope of the pilot project, ensuring they align with the overall goals of enhancing crisis resilience and fostering innovation in the EU tourism ecosystem. • Organise discussions with stakeholders to reflect whether that initiative would meet their needs and could be proposed as a pilot for developing tourism policy in the area of crisis management. *Propose Innovation Lab as a policy pilot action* • Outline the primary objectives of the Innovation Hub, focusing on enhancing crisis resilience, fostering innovation, and improving knowledge transfer between academia and the tourism industry. Develop a roadmap with both short-term and long-term goals, including key milestones for tracking progress. • Propose the PP for the European Commission. • If implemented, follow the activity of the Innovation Lab and identify its role for tourism policy and the potential need for longer-term action.