

Implement a long-term technical assistance offer to support destination and tourism ecosystem stakeholder to build resilience and crisis preparedness

Level	European
To whom is directed	European Commission
Who should be involved?	National Tourism Authorities (NTA), Regional Tourism Authorities (RTA); National Tourism Organisations (NTO); Professional Associations; Tourism Businesses (SMEs); Regional and Local Destination Management Organisations (DMO), Tourism Experts, European Clusters and Networks (EEN)
Time bound	Short-term
Effort	Moderate Effort
Why?	<p>It was noticeable in this project that destinations and tourism ecosystem stakeholders do not have the skills, the expertise nor the resources (personnel, funding, time) to proactively develop and implement resilience and crisis preparedness and management initiatives.</p> <p>While this project was very important to introduce crisis management topics and develop an action plan to improve crisis management preparedness, the beneficiaries would have greatly benefited from extended support, to ensure the effective implementation of the action plan.</p> <p>For that reason, it is recommended that the European Commission implement a long-term technical assistance offer to support destination and tourism ecosystem stakeholders in both the design and implementation of resilience and crisis preparedness initiatives.</p>

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High-level
implementation
steps and
options

Assess needs and stakeholder engagement

- Conduct a comprehensive needs assessment to identify the specific skills, expertise, and resources gaps in resilience building, crisis preparedness and management among tourism destinations and ecosystem stakeholders.
- Involve key stakeholders, including TAC members, tourism boards, local governments, industry associations, experts, etc. to gather input and ensure their buy-in through consulting with the T4T expert group and the EU Tourism Platform.

Design and plan the technical assistance offer

- Establish specific and clear objectives and goals.
- Outline the long-term vision, key activities, timeline, and expected outcomes.
- Define the range of support to be offered.
- Establish the funding base such as SMP call for a consortium that supports the offer across multiple years for actors in all EU Member States, or link it with existing mechanisms such as Enterprise Europe Network (EEN).
- Ensure that the selected mechanism provides the technical assistance offers available via regular open calls to tourism stakeholders to implement initiatives for resilience building, crisis preparedness and management.

Establish a mechanism to regularly monitor and evaluate reach and results of the technical assistance

- Establish a set of indicators to evaluate the reach of the offer towards different types of tourism actors in high-risk regions.
- Regularly monitor the efficiency and effectiveness of the technical support provided to develop resilience and crisis management preparedness.