

Policy Recommendations for National/Regional Level

Build Resilience and Improve Crisis Preparedness

Develop or revise destination-specific Tourism strategy (leveraging vertical and horizontal coordination mechanisms) to define objectives and actions which align with national/regional/local tourism policy, consider local specificities and include actions to support resilience building and addressing key vulnerabilities, such as climate change, staff shortages and overtourism

Level	National
To whom is directed	National Tourism Organisations (NTO), Regional Destination Management Organisation (DMO)
Who should be involved?	National Tourism Authorities (NTA), Regional and Local Destination Management Organisations (DMO) Regional Tourism Authorities (RTA), Professional Associations, Tourists, Residents
Time bound	Short-term
Effort	Moderate Effort
Why?	<p>It is crucial to align tourism strategies with overarching national, regional, and local strategies, to maximise their effectiveness and impact. This alignment ensures that tourism initiatives are consistent with broader economic and social goals, promoting a unified vision for sustainable and resilient development.</p> <p>It also ensures that tourism receives the necessary support (technical, financial) to effectively develop and implement its initiatives, fostering collaboration among different levels of government and stakeholders by applying horizontal coordination structures. This cohesive approach enhances the sector's resilience, enabling it to more effectively adapt to changes and challenges.</p> <p>While considering local contexts and specificities for tourism, ensuring alignment between local, regional, and national tourism strategies facilitates seamless cooperation and integration. The vertical coordination structures should be deployed to ensure that policies are mutually supportive, strengthening institutional frameworks.</p> <p>This strategic development of tourism should prioritise resilience building and focus on designing initiatives aimed at addressing key vulnerabilities, such as adapting to climate change and addressing potential or already existing risks of overtourism or labour shortages.</p>



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High-level
implementation
steps and
options

Review, revise or develop the Destination's Tourism Strategy

- Review existing relevant policies and strategies with an impact on tourism (e.g., relating to environment, digitalisation, SME support, skills policies)
- Ensure the tourism strategy aligns with the policy goals for the environmental and economic development of the destination.
- Ensure that the destination strategy aligns with the Transition Pathway for Tourism and the European Agenda for Tourism 2030.
- Engage stakeholders from various levels and organisations, leveraging the vertical and horizontal coordination mechanisms to capture diverse perspectives and facilitating their alignment.
- Ensure also that tourists and residents are involved in the process as key stakeholders.
- Consider current and emerging challenges, such as impacts of climate change, labour shortages, overtourism and infrastructure deficiencies, as well as opportunities like digitalisation, smart tourism initiatives, new source markets, innovative tourism products, and marketing and promotion strategies. All of which will enhance resilience.

Include strategies and initiatives aimed at building resilience and sustainability (social, environmental and economic) and addressing vulnerabilities such as climate change, overtourism or labour shortages (1/2)

- Consider diversifying the tourism offer by focusing new offers on slow tourism, regenerative tourism, authentic experiences with local contexts, to cater for sustainable and conscious travellers and protect natural, cultural and historical resources.
- Aim to distribute the tourism offer and tourism flows, increase the activities in areas with lower pressure and carefully manage the tourism offer in high-pressure locations.
- Create integrated products and itineraries focused on areas with lower tourist pressure (e.g., locations away from tourist centres, attractions less known to tourists), to distribute tourism flows, create positive benefits throughout the territory from tourism and to increase the length of stay.
- Promote events and a strong activity calendar throughout the year to encourage visits on days or during seasons with lower tourist pressure, also ensure that the events align with the interests of residents, to increase resilience as regards fluctuation in visitor audiences.
- Develop and promote responsible and sustainable tourism practices that benefit the environment, economy, and local communities, and support raising the visibility of such offers for visitors and local clientele.



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High-level implementation steps and options

Include strategies and initiatives aimed at building resilience and sustainability (social, environmental and economic) and addressing vulnerabilities such as climate change, overtourism or labour shortages (2/2)

- Diversify the source market base to reduce dependency on a few top source markets and consider also residents as one group of the clientele.
- Ensure that tourism activities provide overall benefits (economic, social, environmental) to residents and local communities, instead of limiting or changing their way and contexts of life.
- Define a strategy to attract and retain talent by simplifying regulations and reducing bureaucratic barriers that hinder employment and business operations.
- Develop skills partnerships to support developing a targeted offer for skills development at regional/local levels (tourism-focused curriculum, internships, online training platforms and open-learning material, etc.).

Communicate the updated Plan

- Develop a communication strategy to share the updated tourism strategic plan with tourism businesses, tourists, residents and other stakeholders.
- Use various channels, such as media, social media, and public meetings, to ensure widespread awareness, especially regarding the key objectives to build more sustainable tourism practices, ensure consideration of residents' long-term well-being, and work towards mitigating crisis risks.

Monitor and evaluate for data-driven destination management

- Set indicators to monitor the impact of the plan by increasing the resilience and sustainability of the sector (e.g. tourism intensity, dependency of top 3 source markets, carbon emissions).
- Implement a data-driven destination management approach by following the established indicators systematically and making the data available for local workers and for national/regional tourism management.