

Engage in the horizontal and vertical tourism management structures established for the countries/region/cities to support collaborative tourism governance and to build resilience and develop crisis preparedness and management in the EU tourism ecosystem

Level	European
To whom is directed	Professional Associations
Who should be involved?	Tourism Businesses, EU Commission; National Tourism Organisations (NTO), Regional and Local Destination Management Organisations (DMO)
Time bound	Short-term
Effort	Moderate Effort
Why?	<p><b>Enhancing collaboration between the public and private sector is essential for building resilience and improving crisis preparedness</b> within the EU Tourism Ecosystem. Strong cooperation is necessary to navigate the complexities of the ecosystem, particularly in periods of crisis.</p> <p><b>Professional associations</b> at both national and European levels play a crucial role in this collaborative field, <b>bridging the public and private sector</b> as 1) key advocates and representatives of the various sectors of the tourism ecosystem and 2) coordinators and guides to support businesses in implementing the policy developed by the public sector.</p> <p>The role of professional associations becomes even more critical <b>during crises</b>, as they <b>facilitate collaboration between the tourism industry and public institutions</b>. Their ability to coordinate efforts and represent the industry's interests ensure the sector can respond effectively to challenges and safeguard its future.</p> <p>Therefore, it is important that professional associations ensure enhanced collaboration with the public sector to build the resilience and long-term sustainability of the EU Tourism Ecosystem.</p>

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High-level  
implementation  
steps and  
options

*Ensure and reinforce the necessary coordination with the public sector (EU Commission, NTO, Regional DMO)*

- Ensure coordination and communication channels are established.
- Ensure that professional associations take part in the tourism resilience and crisis preparedness and management coordination structures at national and EU level.
- Enhance information sharing mechanisms with the public sector to ensure the timely and accurate dissemination of relevant data, legislative updates, and crisis information.
- Offer feedback on existing policies to ensure that professional associations' perspectives are considered in policy development and implementation.
- Create collaborative action plans that detail specific areas of cooperation, including crisis management strategies, legislative advocacy, and policy implementation support.
- Work together to design comprehensive crisis preparedness and management frameworks that outline roles, responsibilities, and procedures for both public and private sector stakeholders.

*Collaborate with the public sector (EU Commission, NTO, Regional DMO) to develop and implement initiatives in the areas of resilience building and crisis preparedness*

- Encourage businesses to actively engage in initiatives led by destination management organisations, ensuring their contribution to building local resilience.
- Support businesses to develop and update their crisis management plans to ensure they are adequately prepared for potential disruption.
- Ensure businesses implement strategies outlined by destination management organisations. For example, develop new products to diversify their offer and the source markets, contributing to the reduction of destination vulnerabilities.
- Actively participate in the EU Tourism Platform.

*Share data and insight about the sector with destination management organisations*

- Provide sector specific data to the public sector to improve the visibility and overall understanding of the different sectors of the tourism ecosystem and support better informed decision-making and policy development.