Leverage the EU Tourism Platform to enhance knowledge sharing, collaborative work and twinning opportunities, by actively engaging tourism actors with the help of the resilience working group developing and sharing materials and animating discussions

Level	European
To whom is directed	European Commission
Who should be involved?	National Tourism Organisations (NTOs), Regional and Local Destination Management Organisations (DMO), Professional Associations, Tourism Businesses (SMEs), Resilience Working Group, Tourism Networks and Clusters, Experts, Universities, Tourism Professionals
Time bound	Short-term
Effort	Low Effort
Why?	Knowledge sharing among different countries, sectors within the ecosystem, and public and private stakeholders at various levels is essential for the tourism ecosystem to enhance its preparedness and response to crisis events. The **EU Tourism Platform will be the ideal setting to enhance collaborative work, foster discussions, share knowledge and leverage twinning opportunities**. This collaborative knowledge-sharing process will enable the tourism ecosystem to leverage collective expertise and innovative solutions, leading to improved resilience and crisis management practices.

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High-level implementation steps and options	*Disseminate information about the EU Tourism Platform* • Leverage the communication campaign that will be developed upon the official launch of the EU Tourism Platform, to promote its use for collaborative work and knowledge sharing on the topics of resilience, crisis preparedness and management. • Use the existing list of stakeholders from the Crisis Management and Governance in Tourism Project as a starting point for inviting key actors to share their action plans and other crisis management material. They are also invited to initiate and participate in discussions about the topic. *Incentivise target audiences – DMOs, industry associations, experts to share relevant information to improve reliance, crisis preparedness and management* • Motivate stakeholders to share their crisis management plans, enabling them to receive constructive feedback and comments on their crisis governance structures and mechanisms. • Encourage the upload and dissemination of case studies and best practices, research reports, and white papers that offer insights into effective crisis management and resilience-building efforts. • Encourage the resilience working group to participate and promote periodic discussions on topics related to resilience and crisis management, to facilitate ongoing knowledge exchange and collaboration. • Regularly survey tourism actors to monitoring sentiment, identify trends and risk sensing. *Ensure use of systematic keywords and communicate them to stakeholders, and that they apply them correctly when uploading material, ensuring this material can be easily found* • Ensure the platform has clear guidelines to support stakeholders uploading material relating to resilience building and crisis management, as there is no direct TTP action topic area for it. • Collect feedback about the searchability and usability of the EU Tourism Platform for resilience and crisis management, as a cross-cutting topic.