

Annex 1 – TOURBO GLOSSARY

TOURISM: Tourism is a cross-cutting sector, involving a big diversity of services and professions, linked to many other economic activities. It impacts on sectors such as transport, construction, retail and on the numerous sectors that produce holiday products or provide leisure and business travel-related services. In its narrow definition including traditional travel and tourism providers (hotels, restaurants, cafes, travel agencies, car rentals, airlines etc.) that supply goods and services directly to visitors: tourism currently contributes some 4% to EU GDP.

Table 1: Tourism ecosystem definition by DG GROW Annual Single Market Report

NACE*	Description	Share to EU GDP
H49	Land transport and transport via pipeline	0.45
H50	Water transport	0.22
H51	Air transport	0.91
I	Accommodation and food service activities	1
N79	Travel agency, tour operator and other reservation service and related activities	1
N82	Office administrative, office support and other business support activities	1
R90-R92	Creative, arts and entertainment activities; libraries, archives, museums and other cultural activities; gambling and betting activities	0.66
R93	Sports activities and amusement and recreation activities	1

*NACE: The Statistical classification of economic activities in the European Community, abbreviated as NACE, is the classification of economic activities in the European Union (EU).

SUSTAINABILITY APPLIED TO TOURISM: Sustainable development is an overarching objective of the European Union: it requires the safeguarding the earth's capacity to support life in all its diversity. It

embraces concerns for environmental protection, social equity and the quality of life, cultural diversity and a dynamic, viable economy delivering jobs and prosperity for all.

Sustainable tourism is tourism that is economically and socially viable without detracting from the environment and local culture. It means business and economic success, environmental containment, preservation and development, and responsibility towards society and cultural values three facets that are interdependent. As the product is largely based on environmental, cultural and social quality, the tourism sector - if not managed sustainably - is at risk of deteriorating or even consuming its own income generating resource base, and thus of being economically and socially unsustainable.

The EU Sustainable Development Strategy¹ (SDS) has three key objectives: economic prosperity; social equity and cohesion; and environmental protection.

Taking each of these in turn, the following aims for the sustainability of European tourism are proposed²:

A. Economic prosperity

- To ensure the long-term competitiveness, viability and prosperity of tourism enterprises and destinations.
- To provide quality employment opportunities, offering fair pay and conditions for all employees and avoiding all forms of discrimination.

B. Social equity and cohesion

- To enhance the quality of life of local communities through tourism, and engage them in its planning and management.
- To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, religion, disability or in other ways.

C. Environmental and cultural protection

- To minimize pollution and degradation of the global and local environment and the use of scarce resources by tourism activities.
- To maintain and strengthen cultural richness and biodiversity and contribute to their appreciation and conservation.

Some **key challenges** that must be addressed if these aims are to be met:

- **Challenge 1: Reducing the seasonality of demand**

One of the most wide-ranging problems of leisure tourism in Europe is its concentration on specific, restricted periods of the year, which is linked both to climate and the cultural and socio-economic rhythm of everyday life. This results in temporary saturation of the communication infrastructure, tourist facilities, and the carrying capacity of destinations, which gives rise to reduced quality.

- **Challenge 2: Addressing the impact of tourism transport**

¹ 'A Sustainable Europe for a Better World: A European Union Strategy for Sustainable Development' – EC, 2001. <https://eur-lex.europa.eu/EN/legal-content/summary/strategy-for-sustainable-development.html>

² ACTION for MORE SUSTAINABLE EUROPEAN TOURISM Report of the Tourism Sustainability Group – 02.07

Today, there is a growing tension between the development of European transport infrastructure and services, the mobility requirements of tourism in the context of available connections to destinations, the capacity to serve them, and related costs

- **Challenge 3: Improving the quality of tourism jobs**

In tourism, staff provide an integral part of the customer experience, and it is the people working in the industry that can provide it with a principal source of competitive advantage. There must be something unique in the skills, know-how and behavior of those working in the industry to enable Europe to distinguish itself from other competing locations.

- **Challenge 4: Maintaining and enhancing community quality of life, in the face of change**

Two types of change present particular challenges and opportunities for local communities at the moment. The first relates to property development, associated with tourism, altering the character of settlements. Whereas this can bring considerable economic benefits to communities, it can also result in spreading urbanisation (or sporadic development) leading to loss of local amenity and green space.

A second type of change comes from the restructuring of local economies, resulting from a decline in traditional activities, with tourism seen as an answer to the replacement of local income and jobs.

- **Challenge 5: Minimising resource use and production of waste**

Tourism can be a significant and at times profligate user of environmental resources. For instance, the use of water and the waste management are two major issues for the sustainability of tourism. The future planning of tourist destinations and the design of individual facilities should meet criteria for minimising resource use and managing waste. Much of the action required to address this challenge rests with strengthening environmental management in tourism enterprises. Changing visitor behavior can also have an important impact.

- **Challenge 6: Conserving and giving value to natural and cultural heritage**

The relationship between tourism and an area's natural and cultural heritage is of critical importance. Tourism can play a key role in raising awareness and generating direct and indirect support for conservation (Aim 3b). Looked at the other way, the quality of the natural and cultural heritage is, in most areas, fundamentally important to the generation of economic prosperity through tourism.

- **Challenge 7: Making holidays available to all**

Social inclusion and equity are important principles of sustainable development. A specific aim is to ensure that tourism experiences are available to all without discrimination. Relevant challenges in the SDS include not only social inclusion but also public health, as the positive contribution of holidays to physical and mental wellbeing has been well documented.

- **Challenge 8: Using tourism as a tool in global sustainable development**

It is highly appropriate that our concern about sustainable tourism in Europe should translate also to concern for the effect of European tourism and tourism-related policies on global sustainable development.

EC POLICY INITIATIVES SUPPORTING TOURISM GREEN TRANSITION³

On 10 March 2020, the Commission adopted a new industrial strategy⁴. The aim was to help EU industry lead the green and digital transformations and to boost the EU's global competitiveness and open strategic autonomy.

The document identifies a set of thematic priorities and key objectives to foster “Tourism green transition”.

The green transition for public and private sector tourism organizations will be spearheaded at EU level by the following legislative initiatives:

- Proposing binding EU nature restoration targets⁵ as announced in the EU biodiversity strategy for 2030;
- Proposing binding targets to reduce food waste across the EU³⁹ as announced in the farm to fork strategy⁶;
- Implementing Directive (EU) 2019/904 on single use plastics, making all plastic packaging reusable or recyclable by 2030, proposing measures to restrict intentionally added micro plastics and unintentional release of micro plastics as called for in the circular economy action plan⁷;
- Meeting the objectives of the Urban Waste Water Treatment directive as regards collection and treatment, taking into account the ongoing revision of the directive;
- Proposing harmonised rules on the uptake and supply of sustainable aviation fuels;
- Proposing rules for the use of renewable and low-carbon fuels in maritime transport⁸;
- Boosting a smart and sustainable TEN-T network with long-distance, night and cross-border passenger rail services;
- Revising the Energy Performance of Buildings Directive to require all new buildings to be zero-emission as of 2030, and new public buildings as of 2027;

European Tourism Indicators System for sustainable destination management⁹

³ Transition pathway for tourism, EC – 2020. <https://op.europa.eu/en/publication-detail/-/publication/404a8144-8892-11ec-8c40-01aa75ed71a1>

⁴ Ibid

⁵ https://ec.europa.eu/environment/strategy/biodiversity-strategy-2030/eu-nature-restoration-targets_en

⁶ https://ec.europa.eu/food/horizontal-topics/farm-fork-strategy_en

⁷ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM%3A2020%3A98%3AFIN>

⁸ https://transport.ec.europa.eu/news/efficient-and-green-mobility-2021-12-14_en

⁹ https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funded-projects/sustainable/indicators_en

Tourist destinations are increasingly being called upon to tackle social, cultural, economic, and environmental challenges. To help them measure their performance in relation to sustainability, which is essential, the European Commission has developed a 'European Tourism Indicators System' (ETIS).

The **ETIS toolkit** provides the primary support (guidelines) and clear explanations about what the indicators (core and supplementary) are, and how to use them.

THE DIGITAL TRANSITION OF TOURISM¹⁰

As in every ecosystem of our economy and our society, digitalisation impacts and transforms tourism. Platforms, online payments, and social media – to give but a few examples – greatly impact how we live and do tourism.

- **Digital solutions for business.** Considering business opportunities, digitalisation inspires innovative models, solutions and ecosystems. It opens up new roles for consumers and producers, making way for start-ups and upscaling existing businesses. While also helping meet supply and demand.
- **Digital solutions for the public sector and tourism managers.** From the point of view of local authorities and destination management organisations (DMOs), digitalisation supports destinations in easing the impact of seasonal flows on local resources, infrastructures, transport systems, and services, thereby integrating arrivals seamlessly and sustainably.
- **Digital solutions for visitors.** For visitors, digitalisation can offer customised experiences, which can be enjoyed before, during and after a visit. It also has the potential to provide tourists with integrated, easy-to-use, remote information on services, offers, maps, events, experiences, available infrastructure, and sustainability and safety levels.

As for innovative governance models, the Commission supports networks of cities that have already put effective mechanisms in place, or are contemplating doing so, staying in close contact and exchanging good practices:

- Intelligent cities challenge¹¹;
- European capitals of smart tourism¹²;
- EDEN - European Destinations of Excellence¹³.

¹⁰ https://single-market-economy.ec.europa.eu/sectors/tourism/eu-tourism-transition/digital-transition-tourism_en

¹¹ <https://www.intelligentcitieschallenge.eu/>

¹² https://smart-tourism-capital.ec.europa.eu/index_en

¹³ https://single-market-economy.ec.europa.eu/sectors/tourism/awards-and-outreach-activities/eden_en