

#EUTourism T4T News

Newsletter nr 5 – June 2024

Together for
EU Tourism



Dear stakeholders, dear all,

Welcome to the June 2024 edition of #EUTourism T4T News.

The European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) is happy to share with you the latest news on events, projects and calls in tourism.

HEADLINE NEWS

Awareness-raising campaign on tourism jobs and skills!

Staff shortages are a pressing issue across sectors, and the tourism industry is also affected. A striking 92% of small and medium-sized enterprises (SMEs) in tourism encounter challenges in hiring skilled staff, predominantly due to a shortage of applicants. Despite this, only a quarter of these SMEs have explored hiring talent from other EU countries.

The EU is therefore supporting tourism by linking jobseekers with employers across Europe, investing in reskilling and upskilling, and supporting the sector's shift towards jobs that require green and digital skills and other new competences. Funding programmes further support businesses, training providers and authorities, ensuring a resilient and competitive tourism workforce.

To support these efforts, DG GROW launched an EU-wide campaign on "Jobs and skills in tourism" to raise awareness and attract job seekers, students, and employees to tourism jobs, especially where there are severe shortages (e.g. cooks, waiters, housekeeping staff, office workers, etc.). All levels of skills are sought for a diverse array of jobs. A dedicated [website](#), digital [brochure](#) (available in all 24 EU languages) and video (on the website as well as [YouTube](#)) have been published ahead of the summer season. New materials will also be produced to target businesses for the 2024-2025 winter season.

In parallel, a social media campaign has begun on Facebook, Instagram, X and LinkedIn and we count on your support using the hashtag **#EUTourismJobs!**



Code of conduct on online reviews and ratings for tourism accommodation - Consultation Survey



DG GROW launched an initiative to support the creation of a Code of Conduct on online reviews and ratings for tourism accommodation. The objective is to achieve more transparency in online reviews for consumers and businesses in the tourism accommodation sector.

The project is bringing together tourism stakeholders to co-create a set of principles and commitments. The final code of conduct should provide added value for everyone, be they travellers or accommodation providers or online platforms.

Should you wish to share your input in co-designing and developing this code of conduct alongside other key stakeholders from the tourism ecosystem, you are welcome to do so by taking part in the [CoC Stakeholders Consultation Survey \(europa.eu\)](https://europa.eu/CoC-Stakeholders-Consultation-Survey)

The European Urban Agenda launched a **public consultation on the draft Action Plan on Sustainable Tourism Partnership**, which will remain open until **11 July 2024 (23:59 CET)**. We invite you to provide your feedback and share the news with your networks.



Find out more about the Partnership and have your say on the [Sustainable Tourism | UAEU \(urban-initiative.eu\)](https://urban-initiative.eu/Sustainable-Tourism-UAEU) webpage.

Want to support the dissemination process? Please use this dedicated article: [Have your say on the Sustainable Tourism Draft Action Plan! | UAEU \(urban-initiative.eu\)](https://urban-initiative.eu/Have-your-say-on-the-Sustainable-Tourism-Draft-Action-Plan-UAEU)

In parallel, another European Urban Agenda thematic partnership – the **Greening Cities Partnership** - has also launched a public consultation on its draft action plan. You can access the consultation on the dedicated webpage: [Greening Cities | UAEU \(urban-initiative.eu\)](https://urban-initiative.eu/Greening-Cities-UAEU)

EU pilot projects

SUSTAINABLE EU TOURISM: First survey results

The [Sustainable EU Tourism](https://urban-initiative.eu/Sustainable-EU-Tourism) project, launched in December 2023 and running until end of 2025, identifies **key challenges** and **best practices** for sustainable and resilient tourism, focusing on destinations across the EU. Interested **Destination Management Organisations (DMOs)** will benefit from a peer-to-peer twinning mechanism, information on EU funding opportunities and communication campaigns.



As a first step, a survey targeting DMOs was launched and collected **224 replies** from destinations across all 27 EU Member States. The countries with the highest share of replies were Croatia, Austria and Italy. Based on preliminary analysis, the most common **negative impacts of tourism** are increased cost of housing and living, degradation and congestion, economic distress in low season, as well as precarious and irregular work. On the other hand, the most common **positive impacts** are improved local economy, increased employment opportunities, as well as a bigger offer of entertainment and cultural events.

In terms of factors that positively influence a **destination's resilience**, these are mostly the level of conservation of natural features, the effectiveness of destination management, and the quality of utilities/facilities. Most destinations are already implementing measures to improve their tourism sustainability and resilience (66%), mainly addressing environmental matters (128 initiatives), as well as sociocultural (118 initiatives) and economic (95 initiatives) aspects.

The project will analyse the survey results in detail and, together with literature review, draw up **replicable best practices**. All project deliverables will be published on the project website and **free to use**.



Help restaurants get digital with [RESTwithEU](#)!

The project developed tools that will make it **easier for small and medium-sized restaurants to adapt to the digital era**. It provides an [interactive test](#) which helps recognise practical digitalisation pathways, and a digitalisation [guidebook](#) to help restaurants develop a roadmap.

In case you missed it

On 10 June 2024, the informal Commission expert group "Together for EU Tourism - T4T" held a **webinar on "Food waste management in tourism"**. The webinar aimed to raise awareness about the general issue of food waste and specifically within the tourism sector; provide actionable guidance for stakeholders; and showcase effective practices for reducing food waste.

A recording of the webinar is available here: [Food Waste Management in Tourism \(youtube.com\)](#)





On 11 June 2024, the Commission's Directorate-General for the Environment (DG ENV) organised a webinar to **'Bring tourist accommodation into the green spotlight with the EU Ecolabel'**.

You can find the speakers' presentations and a recording of the webinar here: [EU Ecolabel Holiday Accommodation \(europa.eu\)](#)

Did you miss the webinar and are looking for a recap? Read our article: [Bringing sustainable tourism into the spotlight: the EU Ecolabel for tourist accommodation - European Commission \(europa.eu\)](#) If you have any questions or need further

information, you can write to eu ecolabel@arctik.eu

Upcoming events – Save the date



- 28.06.2024 (10:00-12:00) T4T expert group: **Webinar on tourism strategies towards resilience** focusing on rural strategies and social sustainability
Registration [HERE](#)
- 3.07.2024 (10:00-11:30) T4T expert group: **Webinar on how to use efficiently digital tools in tourism?** focusing on measuring the impact of events and visualising tourism management.

Registration [HERE](#)
- Mid-September (TBC) Announcement of the **shortlisted cities** for the title of 2025 European Capital & Green Pioneer of Smart Tourism selected by independent experts in tourism
- 08.10.2024 (14:30-15:30) DG GROW workshop: **“Tourism regions addressing climate change risks”** will take place in Brussels. The registration will start early July, watch the space: [Home | European Week of Regions and Cities \(europa.eu\)](#)
- 14-15.10.2024 **Tourism stakeholder event** and **T4T expert group plenary**
- 26.11.2024 Announcement of the **2025 European Capital and Green Pioneer of Smart Tourism** by the European jury members
- 13.11.2024 **European Tourism Forum** in Budapest, Hungary

Tourism website & other useful links

The website on **Your Europe** [Running a business in the tourism industry](#) summarises and links to the essentials on EU rules and consumer rights and some additional important topics for tourism enterprises.

DG GROW's [website for tourism](#) offers plenty of information on the [transition of EU tourism](#). It also features a section on [jobs and skills in tourism](#) as part of the EU-wide promotional campaign, including a leaflet and video with subtitles in all EU languages.

For general information about DG GROW, please feel free to subscribe to the monthly [DG GROW newsletter](#). You can find the previous editions at [GROWTH - Newsletter Archives \(europa.eu\)](#)

Thank you for your support!

GROW Tourism Team



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