

Contribution ID: c2d8587b-47e5-426f-8fa2-9d43e9d0477b

Date: 17/05/2022 10:02:11

Collection of commitments and participants to tourism transition pathway co-implementation

Fields marked with \* are mandatory.

## Call for commitments and participation in the co-implementation of Transition Pathway for Tourism

---

### Introduction

---

The 2021 Updated Industrial Strategy ([https://ec.europa.eu/growth/news/transition-pathway-tourism-published-today-2022-02-04\\_en#:~:text=2021%20Updated%20Industrial%20Strategy](https://ec.europa.eu/growth/news/transition-pathway-tourism-published-today-2022-02-04_en#:~:text=2021%20Updated%20Industrial%20Strategy)) highlights the need to accelerate the green and digital transitions of EU Industry. In this context, a co-creation process ([https://ec.europa.eu/growth/sectors/tourism/tourism-transition-pathway\\_en](https://ec.europa.eu/growth/sectors/tourism/tourism-transition-pathway_en)) was launched to create a Transition Pathway for Tourism ([https://ec.europa.eu/growth/news/transition-pathway-tourism-published-today-2022-02-04\\_en](https://ec.europa.eu/growth/news/transition-pathway-tourism-published-today-2022-02-04_en)). The tourism ecosystem was the first to set up a Transition Pathway, involving broadly public and private stakeholders across sectors.

This co-creation process with the tourism stakeholders showed how relevant it is to work together with all stakeholder groups in order to support the green and digital transition in a way which would help recover from COVID and increase ecosystem's long-term resilience of the ecosystem. Therefore, our co-operation must continue. We need to move on to a co-implementation, where co-ownership of the actions (through concrete pledges and commitments) is transparent, structured and accountable.

With this survey:

- You can inform us about the specific pledges (actions with targets) that your organisation will implement, aligned with the objectives of the Transition pathway topics.
- You can inform us about your general support and commitment to the green and digital transition towards a more resilient tourism ecosystem.
- You can express your primary interest to support and follow the green, digital, resilience or skills aspects of the transition pathway co-implementation.

The commitments presented by the organisations (together with the name of the organisation) will be published on the DG GROW website and the upcoming tourism stakeholder collaboration platform (Together for EU Tourism, T4T). List of persons and organisations supporting the co-implementation without specific pledge will also be published on the same platform.

The pledges will be followed by contacting the contributors at least once a year to enquire about the progress of their pledges. This progress information will be made public through the tourism stakeholder collaboration platform (T4T).

---

## Respondent information

---

\*Type of respondent

Non-governmental organisation (NGO)

\*Name of the entity that is presenting the commitment (organisation, person). This will be published online in the list of commitments.

European Greenways Association (EGWA)

\*Country of the respondent

Spain

\*Name of the respondent (this will not be published)

Mercedes Muñoz Zamora

Position or professional title of the respondent (this will not be published)

Director

Contact phone number (this will not be published)

+34 619755775

\*Contact email of the respondent (this will not be published)

## Data protection provisions

---

Personal contact information provided above will be processed for confirming good quality contributions and contacting contributors in case of problems or unclarities. The contact information will also be used to follow up the progress of the commitments and for sharing information regarding the Together for EU Tourism partnership. You are requested to inform about your consent to the processing of your data for the following purposes:

\*My contact information can be used to contact me about my contribution.

- Yes  
 No

\*My contact information can be used to inform me about events, reports, resources and activities related to Together for EU Tourism partnership (Transition pathway co-implementation)

- Yes  
 No

\*My contact information can be shared with other members of the Together for EU Tourism partnership [to facilitate exchanges and cooperation].

- Yes  
 No

I accept the data protection statement for processing my personal data.

[PrivacyStatement.pdf \(/eusurvey/files/2f61b347-20c8-4bab-9946-6e6c39c75440\)](#)

## Commitments to the transition pathway

---

Please select which topics your pledges relate to, and provide details on what your organisation commits to do. **In order to provide a pledge that can be published, we request you to describe your commitment in terms not only of vision, but of specific actions and targets.** Please ensure that each pledge you describe includes 1) concrete action for upcoming years 2) measurable target to help following the implementation of the action 3) clear link to a

specific transition pathway topic or a general objective (green, digital, resilient).

In order for DG GROW to follow up on all contributions, we kindly ask you to structure your commitments by expressing how they link to the topics of the transition pathway (<https://ec.europa.eu/docsroom/documents/48697>) Annex 1. You will see the full list of the topics below, and you can find the Transition pathway document as a background document to this survey. Please remember that you can save drafts of your responses, to continue working later, if necessary.

Please mark below to which transition pathway topics your organisation pledges to commit. For each topic you select, the form provides a text field below for you to describe the action its specific targets. Please do not repeat the same action for different topics but select the one it fits most closely.

Please mark below to which transition pathway topics your organisation pledges to commit.

- |   |   |
|---|---|
| <input type="checkbox"/> Topic 1: Fair measures for Short-Term Rentals (STR)  | <input type="checkbox"/> Topic 15: R&I for digital tools and services in tourism  |
| <input type="checkbox"/> Topic 2: Regulatory support for improved multimodal travelling   | <input checked="" type="checkbox"/> Topic 16: Support for digitalisation of tourism SMEs and destinations   |
| <input type="checkbox"/> Topic 3: Improving statistics and indicators for tourism   | <input type="checkbox"/> Topic 17: Seamless cross-border travelling   |
| <input checked="" type="checkbox"/> Topic 4: Comprehensive tourism strategies development or update   | <input type="checkbox"/> Topic 18: Coordinated management and updated information on travelling   |
| <input type="checkbox"/> Topic 5: Collaborative governance of tourism destinations  | <input type="checkbox"/> Topic 19: Awareness raising on skills needs for twin transition in tourism   |
| <input checked="" type="checkbox"/> Topic 6: Sustainable mobility   | <input checked="" type="checkbox"/> Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism |
| <input type="checkbox"/> Topic 7: Circularity of tourism services   | <input type="checkbox"/> Topic 21: Educational organisations to engage in developing and renewing tourism education                               |
| <input checked="" type="checkbox"/> Topic 8: Green transition of tourism companies and SMEs   | <input type="checkbox"/> Topic 22: Pact for skills in tourism   |
| <input type="checkbox"/> Topic 9: Data-driven tourism services  | <input type="checkbox"/> Topic 23: One-stop-shop for learning opportunities for tourism SMEs  |
| <input checked="" type="checkbox"/> Topic 10: Improving the availability of online information on tourism offer   | <input type="checkbox"/> Topic 24: Fairness and equality in tourism jobs  |
| <input type="checkbox"/> Topic 11: Easily accessible best practice, peer learning and networking for SMEs   | <input checked="" type="checkbox"/> Topic 25: Enhancing accessible tourism services   |
| <input type="checkbox"/> Topic 12: Research and innovation projects and pilots on circular and climate friendly tourism                                       | <input checked="" type="checkbox"/> Topic 26: Tourism services for visitors and residents alike   |
| <input type="checkbox"/> Topic 13: Promoting the use of the PEF and OEF methodology and the development of sectorial category rules for the tourism ecosystem | <input checked="" type="checkbox"/> Topic 27: Support visibility of funding opportunities for tourism actors                                      |

Topic 14: Technical implementation for tourism data space

Topic 4: Please describe what specific action your organization takes to implement these measures? What will be your concrete target(s) for 2025 or 2030?

This topic includes actions:

- Developing comprehensive national or regional strategies taking account of economic, environmental and social sustainability of tourism
- Guidance and best practice exchange for strategy development on national, regional and local level

Expected outputs are:

- All Member States or their key tourism regions have comprehensive tourism strategies by 2025
- Best practice exchange events and resources

- EGWA commits to produce and disseminating information to promote sustainability (economic, environmental and social) on greenways with practical recommendations, by producing 2 brochures by 2025 (1 brochure by 2022 and 1 brochure by 2024-2025 and their corresponding dissemination, reaching EGWA members and at least 1K stakeholders at European level and international, by direct communication.

Topic 6: Please describe what specific action your organization takes to implement these measures? What will be your concrete target(s) for 2025 or 2030?

This topic includes actions:

- Passenger transport companies to develop greenhouse gas (GHG) reduction plans in line with the Climate Law goals
- Including the visitor perspective in sustainable mobility plans of cities and regions, even in smaller destinations
- Improving the appeal of railways for visitors

Expected outputs are:

- Commitments and action plans of passenger transport companies
- Sustainable urban mobility plans, which include the visitor perspective
- Doubling high-speed rail traffic by 2030

EGWA commits to promote active and sustainable mobility using greenways and non-motorized infrastructures, by bike and walking, by collecting and editing at least 2 real best practices/Year (8 BPs by 2025) and disseminating at least 10 news year (Social Network = 40 news/post by 2025) of active and sustainable mobility by greenways and non-motorised routes. Best Practices promoting the:

i) reuse and valorisation of heritage transport infrastructure, namely disused railways, to promote innovative and sustainable forms of tourism, for instance slow tourism (e.g. cycle tourism); ii) deployment of new non-motorised infrastructures, and the upgrade of the existing ones for cycling and walking; iii) connectivity improvement between the non-motorised routes (as greenways and cycle routes) and the main attractions nearby (natural as e.g. N2000, cultural and natural UNESCO sites and other heritage assets), small villages and surrounding areas; iv) connectivity Improvement with public transports to facilitate intermodality, removing obstacles to favour cycle routes, their services and attractions, for tourists and local people; v) combined travel (bicycle + train /boat /buses).

Topic 8: Please describe what specific action your organization takes to implement these measures? What will be your concrete target(s) for 2025 or 2030?

This topic includes actions:

- Tourism companies, including SMEs, to register to EMAS
- Tourism accommodations, including SMEs to apply for the EU Ecolabel or other EN ISO 14024 type I ecolabels or equivalent voluntary labels, which are independent, multi-criteria based and third party verified
- Tourism operators to use relevant EU Green public procurement (GPP) criteria where applicable
- Capacity-building programmes, technical and financial assistance for SMEs to engage in environmentally friendly practices and schemes

Expected outputs are:

- Increased number of EMAS registered tourism organisations
- Increased number of EU Ecolabel tourism services or accommodations awarded with other EN ISO 14024 type I ecolabels or equivalent voluntary labels which are independent, multi-criteria based and third party verified
- Increased use of relevant EU GPP criteria in purchasing tourism ecosystem services
- Increased involvement of SMEs in ecological certification schemes

- EGWA commits to raise awareness on integration of sustainability criteria in SMEs and other businesses around greenways, by producing and dissemination material: 10 practical recommendation for green transition of SMEs around greenways, based in BPs, by 2023.  
Namely related to those who offer services for cycle tourists, and addressed to reduce the use of energy, waste, water, single-use plastics; promote proximity consumption, and others, and encouraging them measuring their progress.

Topic 10: Please describe what specific action your organization takes to implement these measures? What will be your concrete target(s) for 2025 or 2030?

This topic includes actions:

- Improving the online availability of validated information on sustainable, accessible, or specifically targeted tourism offers
- Developing partnerships with on-line portals and booking platforms to provide more visibility to certified accommodation providers
- Ensuring information is available on consumer rights and dispute resolution mechanisms for tourists via the European Consumer Centre Network's digital channels

Expected outputs are:

- Improved perceptions of EU citizens on the availability of trustworthy information on tourism services and characteristics

-EGWA commits to increase online information on greenways by 40 itineraries by 2025 (from 2022).The info will highlight the accessible and environmentally friendly tourism offers, which enhance natural and cultural heritage, and allow to enjoy stunning landscapes and memorable experiences, by walking and cycling.

Topic 16: Please describe what specific action your organization takes to implement these measures? What will be your concrete target(s) for 2025 or 2030?

This topic includes actions:

- Raising awareness of tourism SMEs on the benefits of digitalisation and on existing European, national and regional digitalisation programmes for SMEs.
- Developing a searchable inventory on existing transferable digital tools and practices for SMEs and destinations
- Establishing a community of practice and a shared toolbox for data-driven destination management

Expected outputs are:

- 90% of tourism SMEs have reached a basic level of digital intensity by 2030 and participate in the tourism digital value chain
- Online inventory of transferable tools and practices published by 2023
- Community of practice and toolbox for data management in destinations by 2023

- EGWA commits to increase the existing best practice guide on innovation and digital tools (linked to UNESCO heritage and greenways - [https://www.aevv-egwa.org/download/greenways\\_heritage/publications/GWH\\_Best-Practices-guide-innovation-.pdf](https://www.aevv-egwa.org/download/greenways_heritage/publications/GWH_Best-Practices-guide-innovation-.pdf)) with at least 5 new references (2022-2023); open it up to other territories and attractions, and improve its visibility on the web site, through newsletters and social network (at least 5 news and 10 posts)
- Availability for sharing best practices on greenways in the on-line inventory mentioned in the form

Topic 20: Please describe what specific action your organization takes to implement these measures? What will be your concrete target(s) for 2025 or 2030?

This topic includes actions:

- Dissemination campaign on the tourism transition pathway to destination authorities, tourism management organisations and SMEs to promote the relevance of the actions linked with the twin transition and resilience
- Awareness-raising activities to increase the uptake and visibility of sustainability tools, as well as consumers' demand of sustainable options
- Supporting networking and best practice sharing by award-winning cities in Europe on smart tourism, culture, sustainability, innovation, accessibility and European heritage

Expected outputs are:

- Dissemination activities on the tourism transition pathway in 2022
- Incorporation of information on sustainability schemes and labels in the EU supported tourism campaigns
- Best practice exchange and promotion events between award-winning cities

- EGWA commits to campaign on the opportunities of twin transition for tourism by producing and disseminating at least 2 News/Year from 2022 until 2025 (on-going), encouraging stakeholders linked to greenways (destination authorities, tourism management organisations and SMEs) to take an active role in the transition pathway.

Topic 25: Please describe what specific action your organization takes to implement these measures? What will be your concrete target(s) for 2025 or 2030?

This topic includes actions:

- Raising awareness of the importance of accessibility in tourism
- Improving the supply and visibility of accessible tourism services
- Applying EU rules on accessible public procurement

Expected outputs are:

- Increased offer and online access to information on accessible tourism services



- EGWA commits to further promote quality and universal accessibility in the design of greenways, by a) publishing at least 2 News/Year from 2022 to 2025 of the useful resources already available (e.g. technical guides, brochures, dedicated sites, Apps) and the new ones materials that can be produced by experts of the greenways network.
- b) Increasing the offer on accessible greenways tourism products, by 2 per year from 2022-2025 (tourism packages /trip ideas on accessible greenways).

Comment: Accessibility is one of the characteristics of greenways, included in their own definition. Greenways as safe and accessible infrastructures for non-motorized use, benefit locals and tourists alike. They are the only way for people with reduced mobility (e.g. hand-bike, wheelchair) to access to mountain areas autonomously through viaducts and tunnels.

**Topic 26: Please describe what specific action your organization takes to implement these measures? What will be your concrete target(s) for 2025 or 2030?**

This topic includes actions:

- Diversifying and developing tourism services so that they benefit both residents and visitors
- Taking into account different types of customers, such as families or individuals, or people with different religious, spiritual or sexual orientations

Expected outputs are:

- Increased variety and diversity of tourism offer which also supports links between residents and visitors, and authentic tourism experiences linked with the local culture

- EGWA commits to enhance the promotion of activities for all types of user's locals and tourists by
  - a) producing 1 Guide to sports activities on greenways aimed at very different groups (2023-2024). Will be produced as part of EU project SIGWAY (Sport on greenways - Erasmus Sport call), in cooperation with project partners and EGWA members.
  - b) publish at least 2 News/Year from 2022 to 2025 on activities on greenways that increase the variety and diversity of the tourist offer to enjoy authentic experiences linked to local people, resources and traditions (e.g. active and safe mobility for daily commuting to school, work, shopping; sports activities; local consumption, proposing visits to attractions and activities (cheese tasting, local markets, . . .) and thus contributing to a better understanding of the customs of people from other countries/territories, important for both hosts and tourists.

**Topic 27: Please describe what specific action your organization takes to implement these measures? What will be your concrete target(s) for 2025 or 2030?**

This topic includes actions:

- Enhancing the 'Guide on EU funding for tourism' by providing information on recently funded projects and upcoming calls
- Providing a one-stop-shop that links to key support resources and funding opportunities for tourism SMEs on European, national and regional level
- Ensuring effective communication on the direct SME support provided under COSME actions in the Member States

**Expected outputs are:**

- Supporting these through the stakeholder collaboration platform to be published by 2023

- EGWA commits to:

- a) disseminate best practices from EU funded projects linked to sustainable tourism, to inspire new projects, producing and disseminating at least 8 news on examples of EU funded projects until 2025 (2 news /year), and inform members of updated information on funding opportunities for tourism.
- b) Promote at least 2 new projects on sustainable tourism, greenways related, with European funds; from 2022 -2025 (on-going).

You can include additional information e.g. regarding all your commitments, a commitment on a different topic from above, or another pertinent comment.

Greenways are car free routes using as much as possible disused railway lines and canal towpaths. Safe, accessible and user friendly permit access to a great outdoors, even in mountain areas by tunnels and viaducts. (see Lille Declaration: <https://www.aevv-egwa.org/lille-declaration/>).

Greenways promote green and active tourism by cycling and walking and gives new uses to pre-existing transport infrastructures. There are approx. 30000 Km in Europe, of which about 19000 km from former railways, (approx. 15-20% of abandoned tracks).

EGWA is an international not profit association created in 1998, to promote greenways in Europe; 50 members in 15 Countries.

Download EGWA brochure here: <https://bit.ly/3Dp221M>

You can also upload a document to give additional information and context for your commitment, to be published online together with the information you submitted on your commitments to the transition pathway actions.

---

## **Expression of interest to support Together for EU Tourism (T4T) community**

We will consider all the persons and organisations presenting their commitments and support to the transition pathway as part of Together for EU Tourism (T4T) community. They will all automatically become a member of the T4T.

In addition, we propose to form specific task forces, which will in collaboration with the Commission steer, support and follow the progress of the transition pathway on its key dimensions. The Commission will publish a separate Call for interest for members of these task forces.

You can express here your priority areas of interest to participate and support the Together for EU Tourism community.

My organisation / I would primarily be interested in contributing to the work on:

- Green transition
- Digital transition
- Resilience
- Skills

Additionally, my organisation / I would be interested in contributing to the work on:

- Green transition
- Digital transition
- Resilience
- Skills

You can also propose topics for specific best practice exchange groups, to be supported through the T4T community:

Cycle tourism

---

## Additional comments

Do you have comments or suggestions for the commitments, co-implementation of the transition pathway for tourism, or feedback about this commitments collection form?

- EGWA has been informing and carrying out awareness campaigns on sustainability and digitalisation and, in general, on all the policies that make up the Green Deal, more closely linked to the characteristics and activities of greenways.
- We have been reporting on the entire process of co-creation of tourism, gathering information from members. Some members have showed interest to make concrete contributions for implementation.

## **Background Documents**

ExampleCommitment.pdf

Guidelines\_for\_Commitments.pdf

Transition Pathway for Tourism

---

## **Contact**

EU-TOURISM-PATHWAY-2030@ec.europa.eu

---