Commission de l'OMT pour l'Europe

Soixante et unième réunion
Chisinau, République de Moldova, 6 juin 2017
Point 7 b) de l'Ordre du jour provisoire

CEU/61/7 b)
Madrid, mai 2017
Original: anglais

Point 7 b) de l'Ordre du jour provisoire

PROGRAMME DE TRAVAIL 2018-2019

Résultats de la réunion de réflexion de Berne

Note du Secrétaire-général

       Dans ce document, le Président de la Commission de l'OMT pour l'Europe présente aux membres de la Commission le rapport résultant de la Réunion de réflexion, organisée par la Suisse, en tant que Présidente, montrant les propositions de projets émanant de cette réunion. En outre, une comparaison entre les priorités, qui ont été définies, et le Programme de travail pour 2018-2019 est également joint.

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Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO
Tourism

Projects to overcome the core challenges of European tourism

Richard Kämpf
6 June 2017

Background and Objective

Objectives

Identify the most important challenges for European tourism
Define actions for the UNTWO Programme of Work

Background

2014   Austria starts initiative to identify and prioritize the most important challenges for European tourism
2015   Based on the Vienna results, seven core topics are identified in Haifa
2016   May: review and verification of the actual challenges in a preparatory exchange in Vilnius
September: Workshop in Bern to identify and prioritize relevant projects
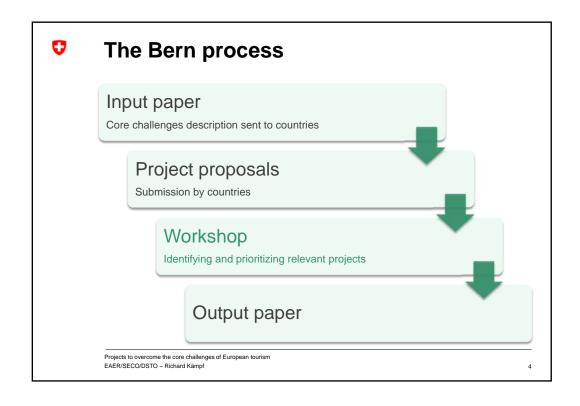
Vilnius Results

Identified core challenges

1. Product development, entrepreneurship and favourable business environment

2. Sustainability and ethics

3. Digitalization and embracing technology

4. Safe and seamless travel

The Bern process

Input paper
Core challenges description sent to countries

Project proposals
Submission by countries

Workshop
Identifying and prioritizing relevant projects

Output paper

Findings and Outcomes 1/5

Challenge 1: Product development, entrepreneurship, favourable business environment

Main priorities

- Foster business environment
- Data for monitoring tourism trends and performance
- Investigation of consumer behaviour related to online reputation

Findings and Outcomes 2/5

Challenge 2: Sustainability and ethics

Main priorities

- Market intelligence about sustainable tourism
- Congestion management at site and destination

Findings and Outcomes 3/5

Challenge 3: Digitalization & embracing technology embracing technology

Main priorities

- Guidance / recommendations on how to use big data at a destination level

- Monitoring the so called collaborative economy and foster equal competitive conditions

- Support SME in the field of technology and digitalization

Findings and Outcomes 4/5

Challenge 4: Safe and seamless travel

Main priorities

- Travel and visa facilitation

- Competence development on risk analysis and crisis management

✚ Findings and Outcomes 5/5

Crosscutting themes

- Providing market intelligence data on all core challenge themes

- Foster information and knowledge transfer through good framework conditions and with a new format (i.e. electronically with webinars, sharing platforms)

- Enhance training and education

✚ Conclusions

- Information on a wide range of needs and preferences of the European member states was gathered
- The most important challenges and projects to help meet these issues are identified
- UNWTO has taken into account the results in defining the POW 2018-2019
- There is 1 exception however:

  Foster business environment
  A report with best practice examples of good framework conditions and a special focus on SME's.

Further steps 1/2

- To include the priority project "Foster business environment", an option is to define a new area of work in the POW 2018-2019

Area of work	Description and objective	Expected outputs or deliverables	Programmes in charge	Sustainable Goals and Targets
Regulation and framework conditions	• Catalogue of best practice examples of good framework conditions which support tourism enterprises (i.e. fiscal incentives, public financing instruments, tax systems, electronically public corporate services, company foundation) • A special focus should be given to SME companies, given that these form the bulk of the tourism sector	Report		

Further steps 2/2

- CEU MS are encouraged to consider how they may contribute to these projects

- CEU MS with special experiences or knowledge in certain areas, are kindly requested to take lead in initiatives

Project proposals Workshop Bern 2016	POW 2018/2019
1. Foster business environment Report with best practice examples of good framework conditions and special focus on SME's.	
2. Data for monitoring tourism trends and product development Report or conference/seminar	p. 7: **Tourism trends and market intelligence**, outputs 1, 2, 3, 4 p. 7: **product development, branding and marketing**, outputs 1, 2, 3, 5 p.8: **product development, branding and marketing,** outputs 1, 3, 4, 3
3. Investigation of consumer behaviour related to online reputation Report and webinar	p.9: **destination management and quality**, output 5
4. Market intelligence about sustainable tourists Report or conference/seminar	p.6: **Statistics and Tourism Satellite Accounts (TSA)**, outputs 2, 3, 5, 6 p.11: **institutional relations**, output 1 p.13: **sustainable development of tourism**, outputs 1
5. Congestion management at site and destination Report	p.9: **destination management and quality**, output 2 p.16: **tourism, culture and dialogue**, output 1, 2
6. Guidance / recommendations on how to use big data at a destination level Conference (15-17 February 2017, Murcia, Spain) Recommendations report	p.9: **innovation and use of technologies in tourism**, outputs 1, 2,
7. Monitoring the so-called collaborative economy and foster equal same competitive conditions Report on so-called collaborative economy	p.9: **innovation and use of technologies in tourism**, outputs 1,
8. Support SME in the field of technology and digitalization Event bringing together large online players and SMEs	p.9: **innovation and use of technologies in tourism**, outputs 1, 2 p.10: **innovation and use of technologies in tourism**, outputs 1
9. Travel and visa facilitation UNWTO advocacy and generation of evidence-based arguments	p.8: **safe, secure and seamless travel**, outputs 1, 2
10. Competence development on risk analysis and crisis management Survey and 2-day workshop with experts/case studies	p.8: **product development, branding and marketing,** outputs 2
Crosscutting themes	
• Providing market intelligence data on all core challenge themes	p. 6: **Statistics and Tourism Satellite Accounts (TSA)**, outputs 1, 2, 3, 5, 6 p. 7: **Tourism trends and market intelligence**, outputs 1, 2, 3, 4
• Foster information and knowledge transfer through good framework conditions and with a new format (i.e. electronically with webinars, sharing platforms)	p.3: **Member relations**, outputs 4 and 6 p.4: **communication and publications**, outputs 2 and 4 p.5: **statutory meetings**, objective 2 p.9: **innovation and use of technologies in tourism**, outputs 2 p.12: **technical cooperation**, output 1 p.12: **human resources development**, output 1,2
• Enhance training and education	p.12: **human resources development**, output 1,2