



## **UNWTO Commission for Europe**

Sixty-first meeting

Chisinau, Republic of Moldova, 6 June 2017

Provisional Agenda Item 7(b)

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Madrid, May 2017  
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### **Item 7 (b) of the Provisional Agenda**

#### **PROGRAMME OF WORK 2018-2019**

#### **Results of the Brainstorming Meeting**

#### **Note by the Secretary-General**

In this document, the Chairman of the UNWTO Commission for Europe provides to the Members of the Commission the report resulting from the Brainstorming Meeting, hosted by Switzerland, as Chairman, showing the project proposals emanating from this Meeting. Furthermore, a comparison between the priorities, which were defined, and the Programme of Work for 2018-2019 is also enclosed.



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Swiss Confederation

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

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## 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	<ul style="list-style-type: none"><li>• 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)</li><li>• A special focus should be given to SME companies, given that these form the bulk of the tourism sector</li></ul>	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

**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

**3. Investigation of consumer behaviour related to online reputation**

Report and webinar

**4. Market intelligence about sustainable tourists**

Report or conference/seminar

**5. Congestion management at site and destination**

Report

**6. Guidance / recommendations on how to use big data at a destination level**

Conference (15-17 February 2017, Murcia, Spain)

Recommendations report

**7. Monitoring the so-called collaborative economy and foster equal same competitive conditions**

Report on so-called collaborative economy

**8. Support SME in the field of technology and digitalization**

Event bringing together large online players and SMEs

**9. Travel and visa facilitation**

UNWTO advocacy and generation of evidence-based arguments

**10. Competence development on risk analysis and crisis management**

Survey and 2-day workshop with experts/case studies

**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

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

p.9: **destination management and quality**, output 5

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

p.9: **destination management and quality**, output 2

p.16: **tourism, culture and dialogue**, output 1, 2

p.9: **innovation and use of technologies in tourism**, outputs 1, 2,

p.9: **innovation and use of technologies in tourism**, outputs 1,

p.9: **innovation and use of technologies in tourism**, outputs 1, 2

p.10: **innovation and use of technologies in tourism**, outputs 1

p.8: **safe, secure and seamless travel**, outputs 1, 2

p.8: **product development, branding and marketing**, outputs 2

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

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

p.12: **human resources development**, output 1,2