




**Tourism recovery through  
cooperation – macro-regional  
needs and opportunities**



**EUSDR “Danube region  
tourism priorities”**



# The context – COVID-19

- The COVID-19 health crisis is causing the **slowdown of tourism activity** (-57% international tourist arrivals for EUSDR in January-May 2020, compared to January-May 2019<sup>1</sup>)
- The tourism sector is one of the most affected in terms of:
  - *Employment* - high number of jobs at risk
  - *Revenue* - economic loss in the least resilient places;  
places which are most dependent on the tourism sector
- Regions are differently affected by COVID-19<sup>1</sup>  We need regional, targeted solutions

<sup>1</sup> TOURISM GENERIS (2020), The impact assessment analysis for the four Macro-regional strategies

<sup>2</sup> JRC (2020), Behavioural changes in tourism in times of COVID-19

# The context – A new programming period

## Making use of European funds

The new Recovery and Resilience Facility

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including for the much-affected tourism and culture sectors or for youth employment measures

The Cohesion Policy 2021-2027, including REACT-EU

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identifying the most suitable solutions to use the potential of Culture and Tourism to actively contribute to supporting **Policy Objective 5** “Europe closer to citizens” and delivering on **Policy Objective 2** “A greener, low carbon Europe” of the EU Cohesion Policy Provisions

The Common Agricultural Policy 2021-2027

# EUSDR – “Danube region tourism priorities”

## *Setting the priorities – how?*

- **The revised PA3 EUSDR Action Plan (6 Actions)**
- **Three priority subjects for the embedding process in EU Funds:**
  - Protection, rehabilitation and promoting the Cultural Heritage of the Danube Region
  - Promoting sustainable tourism in the Danube Region and capitalize on EUSDR projects in the areas of culture, nature and tourism
  - Support for contemporary arts to tackle the impact of the pandemic crisis, through creative industries, innovation and inter-sectorial specialization

## *Collaborative process:*

- Short and medium term priorities
- All countries involved in EUSDR PA3

# *Possible priorities – preliminary consultation results*

## *Short term*

## *Medium term*

## *Long term*

**MAPPING** the impact on tourism flow and employment

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**SURVIVAL** (SMEs; labour market-migration to other sectors; state aid schemes; VAT rate reduction)

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**RESTORE** (travel freedom and traveler confidence)

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**ADAPT** to consumer patterns (shorter distances – domestic & neighbouring countries; safer destinations)

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**DIGITAL TRANSITION** (skills, data sharing, management, SMEs, offers - digital content consumers)

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**INCREASE THE RESILIENCE** of places dependent on the tourism (diversification of activities; improving people's skills/new skills; cooperation between stakeholders and places)

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// Thank you

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