



TOURISM SUSTAINABILITY THROUGH EU POLICIES AND PROGRAMMES FOR YOUTH EDUCATION AND EMPLOYMENT

8TH EUSAIR ANNUAL FORUM

PILLAR IV SESSION: Educated and skilled workforce for sustainable tourism in the EUSAIR region

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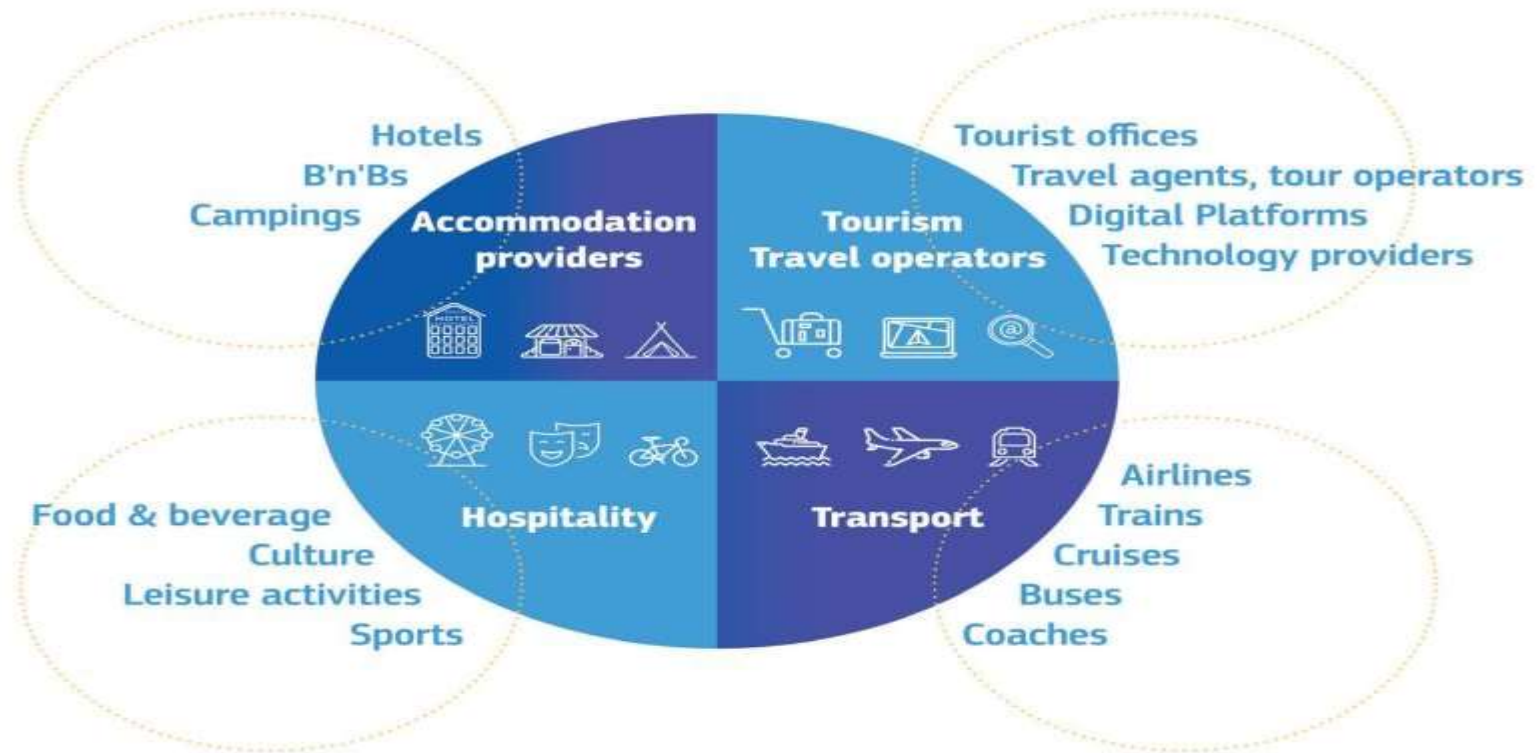
Sarajevo, Bosnia and Herzegovina

25 May 2023



European Industrial Strategy

Tourism ecosystem



Source: World Travel & Tourism Council

SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY




6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS



2 The new post 2020 EU legal basis

ERDF Regulation: (2021)1058

POLICY OBJECTIVE 4: A more social and inclusive Europe

Specific Objective 6: Enhancing the role of culture and **sustainable tourism** in economic development, social inclusion and social innovation

POLICY OBJECTIVE 5: A Europe closer to citizens by fostering the sustainable and integrated development of all types of territories and local initiatives

Specific Objective 1: Fostering the integrated and inclusive social, economic and environmental development, culture, natural heritage, **sustainable tourism** and security in urban areas

Specific objective 2: Fostering the **sustainable tourism** in areas other than urban areas

ESF plus Regulation: (2021) 1057 articles 4 and 11 Support for **youth employment** to ensure human capacity development, e.g. vocational training, labour market support, capacity building, etc.

IPA III Regulation (2021)1059

art. 3 & d objectives particular to **youth**

art. 4 & f investing in **youth** education and skills

Rationale

- **Culture and tourism can be important drivers of regional economic development**
 - 1 EUR of value added generated by tourism results in additional 56 cent of value added indirectly to other industries
- **Covid-19 Crisis as an opportunity for transformation-EU SURE mechanism**
 - to contribute to employment and to the economic development of areas relying heavily on the culture and tourism sectors and to the creation of resilient and sustainable jobs
 - to provide access to services in culture and tourism seeking a positive impact on integration of deprived local communities and to youth employment
 - to strengthen the environmental and financial sustainability and resilience of tourism and culture in the long term

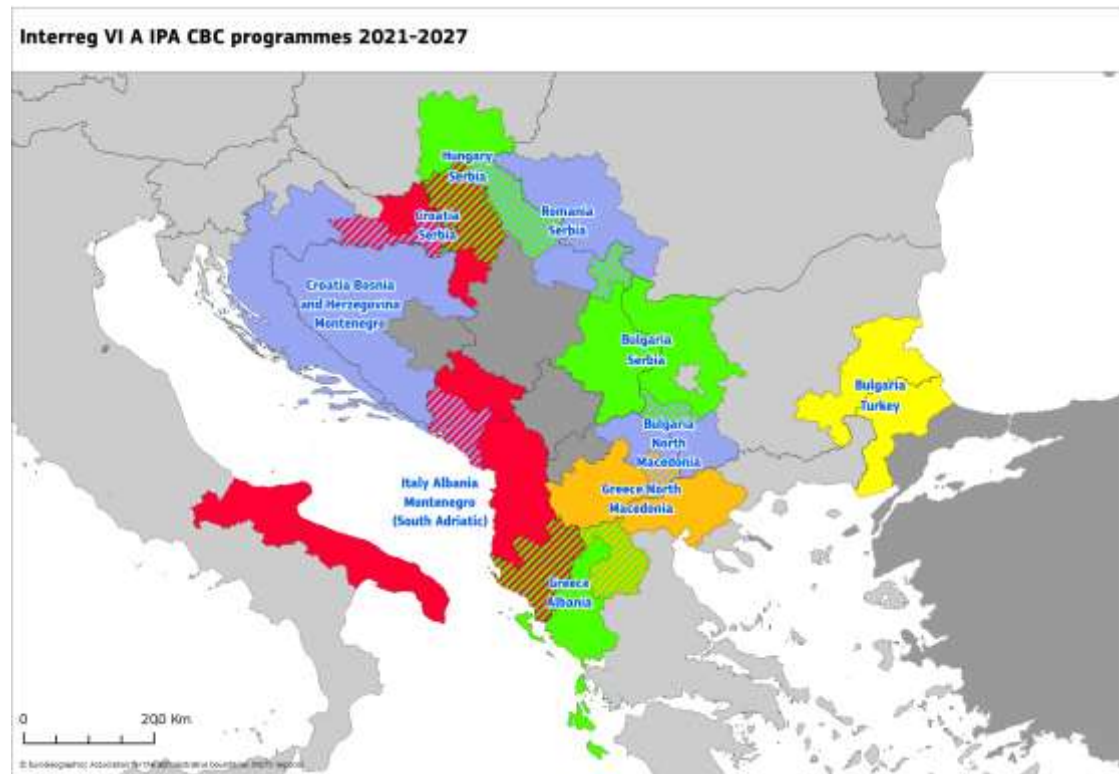
Possible areas of support under EU funding - SO 4.6

- Support for both public and private organisations to reinforce the **resilience of these sectors through training and employment support, digitalisation, social innovation** and transition to circular business models.
- Support for SMEs, including **social enterprises** (such as social cooperatives) and social innovation in tourism and culture - development of existing or new tourism and culture businesses.
- Development of **innovative solutions** and new business models in culture and tourism.
- Support the **diversification of the tourism** by investing in lesser-known destinations and diverse forms of tourism (cultural, rural, agro-tourism, sport, health/medical tourism); consequently contributing to the livelihoods of local and regional communities.
- Support for cultural clusters that contribute to the development of **creative industries**.
- Support **capacity building** both for public and private tourism and cultural organizations at national, regional and local level.

Interreg IPA next gen

10 Interreg IPA CBC programmes

- Post 2020 Interreg IPA programmes -> much more « IPA » oriented programmes
- Post 2020 IPA allocation: +6,2% vs 2014-2020 allocation
- For all Interreg IPA CBC, IPA allocation > ERDF allocation



All specific objectives selected by Interreg IPA CBC programmes 2021-2027/Interact



		Total	Interreg TN ADRIION	IPA CBC Greece - Albania	IPA CBC South Adriatic	IPA CBC Croatia - Bosnia - Montenegro	IPA CBC Greece - the Rep. of North Macedonia	IPA CBC Bulgaria - the Rep. of North Macedonia	IPA CBC Bulgaria - Serbia	IPA CBC Croatia - Serbia	IPA CBC - Hungary - Serbia	IPA CBC Romania - Serbia	TN Danube Regional Programme
PO1	R&I	4	X			X				X			X
	SMSs	3			X	X			X				
	Skills for SE	2	X										X
PO2	Energy efficiency	3			X	X						X	
	Renewable energy	3								X		X	X
	Climate change, risk prevention	9	X	X	X	X			X	X	X	X	X
	Water	2		X	X								
	Circular economy	4	X	X		X	X						
	Nature protection, biodiversity	8	X	X	X		X	X			X	X	X
	Sustainable urban mobility	1	X										
PO3	Developing Intermodal TEN-T	1						X					
	Mobility, improved access to TEN-T and cross-border mobility	4	X	X	X		X						
PO4	Labour markets	1											X
	Education	4			X						X	X	X
	Health	5		X		X	X			X		X	
	Culture and sustainable tourism	8		X	X	X	X			X	X	X	X
PO5	Integrated development in areas other than urban	2						X	X				
ISO1	Institutional capacity of public authorities	3	X		X						X		
	Capacity to implement MRS/SBS	2	X										X
	Other actions	3					X					X	X
ISO2	Actions in border crossing and mobility and migration management	1									X		



What is next? Strategic priorities for tourism

- Economic & social resilience
- Green transition & sustainability
- Digital transition & innovation
- Skills (upskilling & reskilling)
- Global competition – EU sustainable, quality destination



- EC Transition Pathway for Tourism
- European Agenda for Tourism 2030
- EU Pact for Skills Partnership for the Tourism Ecosystem

E.C. SWD 164 (2021) & EC COM Transition Pathway for Tourism 2/2022

- *Fairness and Attractiveness of jobs in tourism sector*
- *Sustainable tourism for the younger generation*
- *Skills support for SMEs*
- *Reskilling and upskilling of the workforce in the context of the EU Pact for Skills*

Council of EU: European Agenda for Tourism 2030 - Council conclusions (adopted on 01/12/2022)

- a) exchange knowledge and **BEST PRACTICES** for developing and implementing tourism strategies at various governance levels
- b) help to build **RESILIENCE** in the tourism ecosystem across sectors as well as public and private actors;
- c) contribution to the **GREEN TRANSITION** of the tourism ecosystem regarding: i. Transport, ii. More circular and sustainable operations, iii. The use of relevant green public procurement, iv. Incentives to improve circularity of tourism, v. Supporting sustainable tourism
- d) facilitation to the **DIGITAL TRANSITION** in tourism and support the tourism industry and sustainable management of destinations, in particular by: i. Improving the availability of comprehensive online information, ii. Digitalising travel documents, iii. Supporting the capacities of digital skills of tourism SMEs, iv. Providing the necessary data to the E.C. (reg. EU 2021/953 art. 6)
- e) Development of **R & I projects**
- f) Development of the **quality of youth education and skills** needed by the tourism workforce
- g) Promotion of the **accessibility of tourism services** to all groups with specific needs
- h) Promotion of the **quality of life of local communities**/Smart use of EU financial means
- i) **Multiannual EU Work Plan 5** priority areas, incl. skills and support for transition

The EU Pact for Skills – Skills Partnership for the Tourism Ecosystem, incl. Youth employment. March 2023

[European Year of Skills \(europea.eu\)](https://europea.eu)

Key Performance Indicators for the Pact for Skills in Tourism

- 1) Establishment of National/Regional **Skills Groups** with participation of all stakeholders (industry, social partners, training providers, destinations, governments) **by end-2023**
- 2) **Training/**education and up/reskilling a mean **10% of the tourism workforce each year from 2023 until 2030**
- 3) **Enabling conditions:** a) Share of services and workers that are aware of the need to up- and reskill (100%) b) Share of services and workers that have effective career guidance and development services available (50%) and c) share of services in the tourism ecosystem that declare to have access to dedicated support for up- and reskilling actions (50%)
- 4) **Increase of blended training concepts** (apprenticeships, internships, etc.) in formal training curricula, with an emphasis on green and digital skills)
- 5) Increase the up/reskilling activities and **participation by 40% for the employed workforce, and by 80% for unemployed until 2025**
- 6) Increase the number of successful **training certifications by 10% per annum.**
- 7) Increase of integration of formal recognition of work experience and certifications from **lifelong learning actions** into formal higher-level certificates
- 8) Achieve a mean duration of training, education, re- and up-skilling activities of **50 hours per participant per year**
- 9) in the period **2022 - 2030** and across Europe, each year at **least two new skills and three new occupational profiles** shall be detected and addressed
- 10) Real-time detection in skills gaps through data mining and cooperation between public and private employment agents, either jointly evaluating their existing statistics and data or by setting up a new integrative system. Timeline: started in 2022, **two years for design (2024), two years for full implementation (2026).**

Special attention to disadvantaged groups

	EU funding programmes 2021-27 covered by the Guide on EU funding for tourism	MFF	NGEU	Total in billion EUR*
1	Recovery and Resilience Facility		723,8	723,8
2	European Regional Development Fund (ERDF) and Cohesion Fund	274,0		274,0
3	European Social Fund Plus (ESF+)	99,3		99,3
4	European Agricultural Fund for Rural Development (EAFRD)	87,4	8,1	95,5
5	European Maritime, Fisheries and Aquaculture Fund (EMFAF)	6,1		6,1
6	Programme for environment and climate action (LIFE)	5,4		5,4
7	Horizon Europe	86,1	5,4	95,5
8	Creative Europe Programme	1,8		2,5
9	Erasmus+	24,6		26,5
10	Just Transition Fund (JTF)	8,5	10,9	19,3
11	Digital Europe programme	7,6		7,6
12	Single Market Programme (SMP)	4,2		4,2
13	InvestEU Fund	3,1	6,1	10,3
14	REACT-EU		50,6	50,6
15	European Globalisation Adjustment Fund (EGF)			1,5
	Total budget in billion EUR			1.422,2

* all amounts rounded; for some programmes the total includes additional reinforcements

Sources: [DG EMPL \(2021\): European Globalization Adjustment Fund for Displaced Workers \(EGF\)](#)

Associated IPA Countries Stakeholders could utilise in Cooperation with EU m.s.: EU Programmes 6,7,8,9,11,13 and IPA III & Western Balkans Investment Fund-Flagship 10 “Youth Guarantee”.



Cooperation beyond borders

THE EU IS BUILT WITH Constructive Cooperation and Solidarity

Thank you

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