



MINISTRY OF ECONOMIC
DEVELOPMENT

1. What are the main challenges for European tourism in the next 10-20 years?

European tourism has found itself in an unprecedented situation. 2020 will be a breakthrough year for the entire tourism industry. The complete stoppage of tourism has forced enterprises and governments to search, first of all, for opportunities for the industry to survive, and then for solutions in order to restore the condition of European tourism.

We are all wondering what steps and actions should be taken in order to mitigate the impact of the pandemic on tourism and make it possible to travel within Europe and around the world again. The problem is that the current situation is unpredictable and can change at any time. Man, his diverse needs and expectations, will be always the point of reference for tourism, both the modern one as well as tourism which will be in next 10-20 years. Therefore, taking into account the economic nature of tourism, its humanistic dimension should be always recognized, too.

The most important challenge of reopening for the tourism economy is the recovery of demand. This is related to the general attitude of consumers of tourist services to the prevailing COVID-19 pandemic. This is also due to the restrictions imposed on travel and the obligation to quarantine.

The next challenges are:

- providing financial support for the tourism industry (including the Recovery Fund, public aid, reimbursement for unrealized events),
- sustainable development of tourism,
- development of innovation and digitization,
- diversification of the tourist offer.

Sustainable tourism development is a broad concept that covers many different aspects, ranging from environmental to social ones. Without sustainability tourism can exploit itself.

Innovation and digitization is an inevitable direction of development. Shortening the geographical distance, new habits of consumers require keeping up with and introducing new possibilities in the functioning of the industry. The pandemic has shown that modern technologies and innovative solutions can be a real chance for tourism to function in new realities.

The decisions of closing the borders meant that a huge segment of tourists had to remain in the country unable to move abroad. This forced the organizers of tourism to prepare new offers and solutions. Unfortunately not everyone had this opportunity and chance. It showed, however, how important the diversification of tourist offers are. Diversification, as opposed to mass tourism, may offer a milder way out from similar crises which might occur in the future.

2. What investment priorities are necessary for the sustainable recovery and resilience of the EU tourism ecosystem?

European tourism needs support and reconstruction. As an interdisciplinary field of the economy, it was hit hardest by the pandemic. Recovery and stabilization requires concerted action at national, European and global levels.

Providing access to international funds and general financial support are essential for the industry's survival.

The investment priority is the reconstruction of European tourism. Therefore all possible actions which will be taken must take into account and implement the challenges facing the tourism sector. These challenges should be consulted with representatives of the industry, but it seems that they should be related to the development of a sustainable and pro-ecological tourist offer.

Such actions should include, inter alia, encouraging tourist entrepreneurs and hotel owners to undertake pro-ecological initiatives. These initiatives should be aimed at reducing the negative impact of the functioning of enterprises and hotels on the environment and minimizing the carbon footprint, e.g. by investing in the construction of bicycle paths or taking care of the correct marking of pedestrian paths.

The industry should also be supported in the search for innovative solutions and the use of new technologies in the process of creating the service new tourist services. Diversification of the tourist offer and flexible response may constitute an opportunity in the event of possible further turmoil on the tourist market.

Priorities and challenges should be part of the discussion at the national and European level in order to jointly work out joint position the position of entities involved in the development of the European travel industry.