EUROCHAMBRES input to consultation on the Staff Working Document "Scenarios towards co-creation of transition pathway for tourism for a more resilient, innovative and sustainable ecosystem"

EUROCHAMBRES call for a realistic and progressive approach to incorporate obligations into the Tourism ecosystem especially towards the achievement of the twin transitions. The sector struggles to stay afloat and cannot be imposed unrealistic regulations on energy efficiency or water consumption.

The update of the EU Industrial Strategy highlights the need to accelerate the green and digital transitions of EU Industry. Priority should be given also to sectors heavily affected by the crisis, which benefit from accelerating their twin transition in order to boost their recovery. Tourism has been recognised to be one of these critical ecosystems and therefore, it will be tackled first, by co-creating its transition pathway together with its stakeholders. The Staff Working Document already outlines the most relevant issues afflicting the touristic ecosystem and the potential stakeholder's duties to amend those. Yet, asking a battered tourism business sector to adapt to an increasing number of regulations aimed at improving energy efficiency or water consumption at a time where most of them are struggling to stay afloat, especially SMEs, could be an unwise approach.

1   Resilience

1.1   What additional or different issues would you propose to be ambitiously considered for the development of a resilient tourism ecosystem?

- The need to enhance the role of the Destination Management Organizations (DMOs) in the governance of destinations;
- Chambers of commerce, along with other Trade Associations, should participate at the management of DMOs
- An insufficient knowledge base of the tourism ecosystem: there is little knowledge and understanding of the existing interlinkages between the tourism ecosystem and other ecosystems. In this regard, it remains key to develop a consistent and cross-cutting economic policy that takes into consideration the aforesaid interlinkages (i.e. tourism and culture, tourism and environment, tourism and industry; tourism and transport; tourism and mobility, etc). Furthermore, there is little understanding or recognition of the role that leading tourist entities play in facilitating the internationalization of SMEs of all sectors, thanks to the pulling effect they exert. Value chains in the sector are complex and the synergies with other ecosystems even more so. With reference to knowledge of the tourism ecosystem, it is also suggested that there is scope for change in the way parameters of the well-being of a territory are assessed and that such parameters are integrated to tourism management/marketing;
- Support the development of start-ups oriented to new tourism products;
- Support transfer of innovative good practices and knowledge on corporate sustainability in business management;

- Support the use of company and supply chain qualification systems which, in addition to the quality of the tourism sector, encourage the application of the fundamental principles of eco-sustainability.
- Support SMEs with appropriate digital and interoperable tools/platforms;
- Assistance to develop new unconventional models of tourism and tourism business models to diversify the sources of interest. This requires more efforts to develop appealing promotional campaigns for more diverse types of tourists, as well as training the tourist sector on how to cater to the tastes of a dynamic and cosmopolitan clientele.
- Support the regeneration of the existing accommodation facilities not only to reduce the impact on environment but also to raise the quality and the accessibility and meet needs of the customers.
- Further coordination in digitalization of travel documents and facilitation of travel for EU citizens in the context of the pandemic and relevant sanitary measures.
- The need to register and compile best practices undertaken by the Member States throughout the pandemic to help businesses during the crisis (financial aid, tax-exemption schemes, etc.) to establish viable and efficient strategies for future challenging scenarios affecting the ecosystem;
- Improve provision of healthcare services/facilities/providers in touristic destinations: To be perceived as a safe and secure destination for Europeans and international travellers alike, Europe should not only invest on health and hygiene standards as described in the staff working document but also on health facilities, services and providers that tourists can have easy access to. This is not the case in most EU islands where healthcare facilities are inadequate or inexistant while EU islands economies are mostly dependent on tourism.
- The need to put a special emphasis in developing and managing tourism in island environments (including financial leakages and inclusive growth, environmental quality and waste management, inter-island transportation, tourism migration and diaspora issues), since it is resilient tourism destinations that are most adaptable to global shocks and in particular, environmental change. Indeed, island Tourism is a special form of tourism that often requires specific consideration as there are distinctive characteristics of islands such as fragile environments and historical and socio-cultural aspects that can result in unique challenges to developing a successful tourism destination. These contexts are built on an existing fragile eco-system that in the case of smaller islands are also particularly vulnerable to heavy traffic by tourist visitation.
- Consider that the transformation of an island into one that is dependent on tourism may in itself create a vulnerability that cannot withstand isolation brought on by being cut-off from the global travel and tourism system. Tourism development, particularly in small islands and archipelagos, has unique socio-cultural, historical and political contexts that require some attention.
- Improve the access to and the use of public tourist data by the tourism sector

1.2 What additional or different common output scenarios for 2030 would benefit the development of a resilient tourism ecosystem? Please propose concrete targets for 2030 and milestones for 2025 to measure progress.

- increase of destinations managed by a DMOs;
- increase of destinations undertaking development of a card of destination;
- increase of destinations developing a destination branding coordinated at national/regional level;
- increase of destinations regenerating accommodation facilities;
- Use of wellbeing indicators in the tourism sector with systematic survey and application at territorial level. There are already sets of indicators on the subject, for example the TTC index for the tourism sector, or in Italy ISTAT developed the BES indicators https://www.istat.it/it/files/2016/12/Indicatori-del-benessere.
- Considering the issue "Improving access to tourism and reducing regional vulnerability" the "weight" of alternative styles of tourism should increase to boost the resiliency of the sector and promote diversification of risk.
- increase the number and quality of healthcare facilities/services in insular areas

1.3 What should be the actions, roles and responsibilities to reach these objectives for each of the Commission, Member States / Regions, Industry, Destinations and other stakeholders?

The European Commission:

- Could support and enhance the role of the Destination Management Organizations (DMOs) as promoters of Europe's destination brand by better coordinating all national, regional, and local government institution to collaborate with DMOs;
- Could promote other models such as eco-tourism, rural tourism, wine tourism, mycotourism, bicycle tourism, and support promotional campaigns and certifications for stakeholders playing a role in their development. There should be more leeway at a public level to study highly profitable tourism models, like silver tourism for the elderly, private health tourism, and golden-visa schemes for longer-term tourists.
- Could coordinate Member States and promote the creation of cards of destination with funding of projects, dissemination of best practices
- Could support Member States in the development of a coordinated system of destination branding to enhance competitiveness;
- Strengthen the use of wellbeing indicators in the tourism domain;
- Could provide tools to facilitate mobility for travelers to make informed choices, implement health measures in particular in situations of crisis and better coordinate digitalization of travel documents and facilitation of travel for EU citizens. Through the pandemic, there has not been a fully coordinated action for required travel documentation and Covid testing amongst the Member States, leading to chaotic situations for tourism and a lack of certainty over the dos and don´ts. In the future the Commission should give clearer instructions on matters such as health recommendations, and MS must coordinate among themselves on a basis of good faith to prevent further erosion of frail economic sectors like tourism;
- The European Commission can provide both technical assistance over the most effective measures to allay the sector in this dire situation (and make it more resilient for the times to come) and help through the facilities and programmes it has launched, providing funds to the Member States to help their national sectors in their best capacity;

- Could support the development of tools and methodologies to make tourism data more accessible and reusable by European enterprises operating in the tourism sector

Member States / Regions could:

- Member States and Regions should promote other models such as eco-tourism, rural tourism, wine tourism, mycotourism, bicycle tourism, and support promotional campaigns and certifications for stakeholders playing a role in their development. There should be more leeway at a public level to study highly profitable tourism models, like silver tourism for the elderly, private health tourism, and golden-visa schemes for longer-term tourists.
- Support the birth of DMOs;
- Support DMOs management eventually updating their structures and involving the stakeholders that can bring added value to the destination management;
- Could give funding, collect and promote best practices and create a database of the network of enterprises and product clubs at national/regional level
- Could promote the creation of cards of destination with funding, dissemination of best practices at national/regional level;
- Could promote the creation of charters of service at destination level by promoting the dialogue with the local stakeholders, in particular networks of enterprises;
- Could support the development of a coordinated system of destination branding at national/regional level;
- Could promote the creation of charters of values - service at destination level.
- Could promote support schemes for the tourism industry in order to minimize the danger of a large number of insolvencies or continue providing them at national and regional/municipal level for market actors to assure they outlive the pandemic.
  There is a common outcry among SMEs and large tourism conglomerates for direct or indirect aid needed in a period of maximum urgency. Member States and public administrations at all levels have to be ready to provide funding with especially favorable conditions for the survival of large numbers of market actors, which offer employment to vast numbers of people. Tax exemptions at a national and municipal level must be also considered.
- Regions could develop a structured system of benchmarking with other European regions having best practices in specific tourism theme (for example in cycling);
  the Member States, regional and local authorities, and stakeholders should increase their coordination efforts to not leave anyone behind on the decision-making process on the tourism ecosystem, given that it serves as a propeller for other smaller sectors that rely heavily on tourism, such as SMEs from the catering industry, transport services (Taxis, etc.)
- For 2030, there should be enough coordination plans in place to address conjuncture or crisis and other exogenous shocks.

Industry, Destinations

- Could participate actively in the creation and management of the DMOs
- Could engage actively in the creation of networks and product clubs and disseminate best practices;
- Could engage actively in the creation of card of destination cooperating with public authorities;

- Could participate actively in the process of development of the charter of values;
  For 2030, there must be sufficient coordination and plans in place to address the sector´s difficulties were there to be conjuncture or crisis;
- Local insular business communities should participate at greening the islands efforts, through the adoption of roads maps for energy transition, the adoption of schemes for islands without plastic etc.

1.4 Would you have any input for assessing the costs and benefits for reaching these scenarios?

Even though it has been ascertained that there is an insufficient knowledge base for the tourism ecosystem, there are enough statistic agencies, Member States' tourism administrations, governmental/regional agencies and industry observatory and tools at a European, national, or regional level to keep track of the new changes and trends regarding tourism.
Establishing trackers on regions with a dearth of tourist-intensive sectors to analyze, needs a transparent and sound methodological approach for data collection and benchmarking. Assessing costs and benefits, as well as efficiency of the measures undertaken for example in the case of countering overtourism, also implies measuring if the diversification push of stakeholders has taken hold and contributed to make destinations, old and new, more resilient and less hampered by overreliance on the July-September peak or by overflux of tourists in sought after destinations.

1.5 What would be the concrete action(s) your organization would be willing to co-implement towards reaching these scenarios?

Many Chambers participate in DMOs or coordinate with other relevant stakeholders at national, regional and municipal levels to destination management activities, take part in brand development and tourism labels (for sustainability, slow tourism, etc), and are very active in promoting networking. Chambers promote available funding opportunities and improve access to different tourism models and reduce regional vulnerabilities. Projects such as WINTER MED are great initiatives to accomplish the aforementioned goals. Cyclotourism and paths such as are other examples.
Unioncamere and Isnart have recently developed an AI Big Data Platform on tourism which allows crawling, integrating and analyzing large amounts of data from different sources managing the heterogeneity of information generated by tourists and visitors through social networks, the web, blogs and communities and can provide precious information and knowledge to identify trends and development patterns, information on the evolution of tourist destinations and tourism products, assess the performances achieved by the companies in the sector through data analysis techniques. Finally, some of the Chambers are equipped with a department of studies where research is carried out on certain specific topics of interest. For example, in the case of the Spanish chamber of commerce, the department has published an exhaustive report on the impact that the downfall of tourism had in other related sectors. Other activities of the same nature could be performed accordingly to help develop a more comprehensive knowledge base of the tourism ecosystem.

2 Sustainability

2.1 What additional or different issues would you propose to be ambitiously considered for the development of a sustainable tourism ecosystem?

The Staff Working Document already outlines the most relevant issues afflicting the touristic ecosystem and the potential stakeholder's duties to amend those. Yet, asking a battered tourism business sector to adapt to an increasing number of regulations aimed at improving energy efficiency or water consumption at a time where most of them are struggling to stay afloat, especially SMEs, could be an unwise approach. Consequently, we call for a realistic and progressive approach in the incorporation of new obligations and commitments towards the achievement of the twin transitions that take into consideration and don't exceed, the level of the economic recovery of the different agents operating in the touristic ecosystem.

The following additional issues have been identified:

- Need to increase the number of public grants at an EU and national level that help undertake the necessary reforms, coupled with subsidies and pilot projects that pinpoint the specialization of certain tourist outlets in their fields of expertise
- Need to invest in infrastructure to allow a greener mobility and climate -neutral tourism ecosystems: climate neutral local and urban mobility (electric buses, boats), strengthen a green local public transport in the rural areas, railways, cycle routes, waterways, pathways, intermodal structures (train with coaches for bikes, boats – trains – buses) to support the development of slow tourism;
- Need to increase and simplify the process to obtain funding for companies to undergo the green transformation, in conjunction with less red tape throughout the application, implementation, and evaluation processes of such funds;
- Lack of awareness by the relevant stakeholders over the sustainable initiatives and their implications for tourism;
- Need to better coordinate awareness campaigns by relevant stakeholders rather than fragmentation in a myriad of events;
- Need for diagnosis/initial assessment reports of current situation of the destinations, as well as the analysis of good management practices that are being developed in other destinations, to define a starting point and design new planning and management policies enabling to benchmark. By converse, there is a need to measure the destinations' sustainability management processes, to monitor their performance and progress over time;
- Need for increased attention in tackling the issue of massification of certain destination and tourism activities, given that in most scenarios this results in unsustainable practices;
- Need to promote EU islands as test-beds for the implementation of more sustainable, responsible and climate-neutral tourism ecosystems: Islands are at the forefront of the global fight against climate change, since they are facing the devastating impacts on their local ecosystems and livelihoods. Currently islands face significant difficulties in this area due mainly to: autonomous systems sometimes hosting most of the infrastructure that is used to manage their resources; significant fluctuations in electricity demand due to tourism; very high energy dependence on fossil fuels for electricity generation; a significantly higher cost of electricity production; and fragile ecosystems which are being impacted negatively by unsustainable tourism patterns. However, islands also have huge potential for Renewable Energy Systems (RES) and building (EE). This is why islands are already being used as test-beds for the deployment of innovative technologies addressing real-life challenges and thus represent excellent laboratories for technological innovation

particularly in the fields of sustainable tourism, mobility, energy etc. Efforts need to be in place to ensure that every new development follows green building principles at planning and more importantly at execution stage as these have longer term benefits.

- Need for increased support in the tourism sector of outermost regions, with particular emphasis on SMEs, in order to ensure a sustainable and resilient growth which preserves the biodiversity of such regions.

2.2 What additional or different common output scenarios for 2030 would benefit the development of a sustainable tourism ecosystem? Please propose concrete targets for 2030 and milestones for 2025 to measure progress.

- Increase the number of proximity travels with climate-neutral vehicles
- Reduce the emissions of local transport
- Increase substantially the use of sustainability labels by tourism accommodations;

Additionally, we would like to use the opportunity to comment on the goal to **"Increase substantially the use of EU Ecolabel by tourism accommodation"**. We believe the Ecolabel should not be regarded as the sole way to certify the sustainability of the tourism accommodation, but rather, the objective should be set in promoting businesses to adopt the sustainable best practices and to get them accredited by a range of fair and distinguished certifications that the customers are already familiar with or help them access information to decide.

2.3 What should be the actions, roles, and responsibilities to reach these objectives for each of the Commission, Member States / Regions, Industry, Destinations, and other stakeholders

The European Commission:
- Better coordinate funding awareness campaigns;
- Provide funding for climate-neutral tourism eco systems and disseminate best practices at European level;
- Provide funding for experiential tourism, disseminate best practices at European level;
- Provide funding for slow tourism, disseminate best practices at European level;
- Provide funding for 0 emissions tourism eco systems, disseminate best practices at national/regional level;
- Recognizing the Ways/ Paths through national and regional territory and define criteria for recognition, create a register and a database for them;
- Promote the creation of thematic ways/paths at regional/national level (an innovative example could be paths of UNESCO sites of the State/Region);
- Monitor impact of policies and strategies at national and regional levels, including those related to smart tourism flows and disseminate results.
- Achieving mutually recognized and easier-to-obtain sustainability certifications

Member States/Regions
- diagnosis/initial assessment reports of current situation of the destinations, and harmonization of such exercises can be carried out by the Member States, Regions, and the relevant stakeholders, like tourism offices.
- Member States, Regions and industry need to coordinate to attain homogeneous standards for sustainability, evaluated via consolidated institutions. Clear criteria, transparent information on costs, difference in targets, will help SMEs make informed decisions on what labels to choose to market their efforts to reduce environmental impact.

Industry

- Engage actively in the development of low emission tourism services;
- Engage actively in the development of thematic paths Destinations;
- Cooperation to the development of local sustainable mobility plans;
- Engage actively in the development of thematic paths;

2.4 What would be the concrete action(s) your organization would be willing to (co-implement towards reaching these scenarios?

The Chamber network is extensive in most Member States. This network enjoys capillarity and proximity to local and regional enterprises and authorities with whom they work and collaborate hand in hand. For this reason, Chambers of Commerce could play a major role in the co-implementation of the possible output scenarios, for instance by:

- Creating spaces where to share best practices and put in contact local business with other businesses in the national territory or elsewhere in the EU
- Contribute to the public-private dialogue and debate
- Acting as a mediator and helping disseminate initiatives, information, programmes at a local and regional level, helping to increase the level of participation of SMEs in such.
- Accompany SMEs in their task to become greener (see the programmes GREENinMED or the programme on corporate sustainability) and more digital (for example the programmes Xpande digital, the competitiveness programme for tourism, or the sustainability programme for SMEs) through the launch of competitiveness programmes and the offer of micro-credentials for upskilling and reskilling the touristic taskforce (for example our programme on digital skills in the Vocational Training)
- Alternative dispute resolution mechanisms: arbitration and mediation
- Increase the foreign direct investment flows towards touristic enterprises in Europe through our network of chambers of commerce abroad
- Help SMEs reach new markets through internationalization programmes and aid

3 Digital innovation

3.1 What additional or different issues would you propose to be ambitiously considered for the development of a digital and innovative tourism ecosystem?

- Transforming an urban tourism destination into a Smart Tourism Destination (STD) thanks to use of cloud Computing; the internet of Things; the system of Internet services for the end-user integrated with the use of the regional Destination Management Systems. The tourism sector must provide destinations with intelligence, through the incorporation and integration of new technologies and advances in ICT. For example, providing visitors with mobility systems that facilitate their activities, with the technological development of applications and services aimed at better mobility and urban planning;
- The persisting digital divides between insular/rural and urban areas in terms of IT availability, adoption as well as use, which is especially true for connectivity since connectivity issues grow exponentially outside urban areas. Connectivity is essential for the functioning of smart tourism. Connectivity is embedded in the smart tourism infrastructure, is needed at the interface with smart tourists, and supports data exchanges to facilitate innovation, connectivity is a prerequisite to any STD development.
- Increasing number of the route destinations that make use of smart destination initiatives;
- Promoting the use of the Destination Management Systems (DMSs) and their pick-up by destinations and SMEs;

- Encouraging a local approach in the set-up of Digital Innovation Hubs focused on the tourism ecosystem which will, among other, act as access points to the European networkof EDIHs for local organisations, actively network with other hubs, sharing best practices and specialist knowledge, bring companies into contact with othercompanies of their value chain, and seek synergies with innovators and also act as broker between public administrations and companies providing e-government technologies.
- The need to attain synergies between EU programmes and touristic initiatives and coordinate programmes to reach the full potential of benefits for the sector. For example, in European Connecting Facility focus on the development of digital infrastructure and 5G in insular and in rural environments is pivotal for rural tourism to reap benefits.

About issues identified in the Working document, we would like to further specify the following:

- Issue" Lack of data sharing among players to support data-enabled solutions" The Commission and the Member States should promote the use of massive data exploitation programmes (Big Data) in decision-making and the design of new tourism products utilizing predictive intelligence procedures and make use of already existing ones when possible.
Issue "Low level of digitalization of Tourism Destinations" The impact of an overly digitalized market on the stakeholders could result in some actors being left behind. The implementation of the digital transformation should be as regular/inclusive as possible, or else many traditional actors will not be able to compete since they need a transition time to fully adapt to the new digital landscape. Projects funded by the EU, like Tourbit, are positive tools to address these issues since it emphasizes the development and adaptation of digital skills and technologies in small businesses that hitherto have lagged on their digital transition.
- Issue "low levels of digital reskilling and upskilling". We believe that it should be an absolute priority. Digital training in this sector is paramount to achieve the sought-after transformation of the tourism ecosystem, Chambers are already applying their expertise towards the consecution of these objectives, through workshops, VET, and training courses, and supporting the digital upskilling of SMEs. Also through Digital Innovation Hubs (i.e. DIHBAI-TUR and iSLANDIHs)
- New issue: Finally, and complementary to the already identified issues, we believe it is very relevant to highlight the importance of attaining synergies between EU programmes and touristic initiatives

3.2 What additional or different common output scenarios for 2030 would benefit the digitalization of the tourism ecosystem? Please propose concrete targets for 2030 and milestones for 2025 to measure progress.

- increase of destinations use DMSs;
- increase of regions start-up that takes part to a regional digital ecosystem;
- increase in urban tourism destinations transformed in Smart Tourism Destinations;
- increase of smart destinations among insular and rural destinations.
- Increase in IT infrastructure investments for boosting connectivity outside urban areas (insular, rural)
- Increase of number of businesses and public sector entities involved in Digital innovation Hubs focused on the tourism ecosystem

3.3 What should be the actions, roles, and responsibilities to reach these objectives for each of the Commission, Member States / Regions, Industry, Destinations, and other stakeholders?

The European Commission
- Provide funding and dissemination of best practices to promote the use of DMS;
- promote development of Smart Tourism Destinations at EU level;
- promote and possible guidelines to identify data gaps and a possible framework to share it with relevant stakeholders;
- Define and promote EU award for digital innovation specific to the sector

Member States/Regions
- Provide funding and dissemination of best practices to promote the use of DMSs;
- promote development of Smart Tourism Destinations at national/regional level;
- Give priority to the sector in terms of digital skills programmes tailored to sector's needs;

Industry
- Invest in Skills and participate to drawing up of micro credential for workers of the sector;

3.5 What would be the concrete action(s) your organisation would be willing to co-implement towards reaching these scenarios?

Digital skills hold special importance for SMEs of the sector, which many times have to customize their websites and booking tools on their own, thus require employees capable of doing so. Hence, digital training in this sector is paramount. Chambers are already applying their expertise to reach out to SMEs through workshops, participation to VET, and training courses, and supporting the digital upskilling of SMEs. In many Member States, they can also provide policy makers and relevant stakeholders with information of digital maturity of SMEs and have relevant data of digital innovation trends and relevant skills mismatches or missing/sought after skills. Some Chambers have already or are defining certification paths for relevant skills or are actively looking to developing micro-credentials specific for the sector.

Chambers promote the organization of forums/events/working group/observatories with participation of the relevant administrations at a local, regional, and national levels for the sharing of experiences, as well as inviting SMEs to participate in renowned national and international events/ awards.

Chambers will call for the development of collaborative forums/working groups that strengthen the links between companies in the sector, mainly SMEs, facilitating institutions and entrepreneurial technology partners so that SMEs can access digital transformation support instruments. It is also very important that micro-SMEs are connected to other companies that are in a similar situation to share practices, progress and establish models to follow.

4 Supporting Action for the ecosystem

4.1 What more or different supporting frameworks or actions would be needed from each of the Commission, Member States, the industry and other stakeholders to support the transition towards 2030?

- Making tourism professions more attractive and integrating green and digital skills in the relevant profiles
- Involving citizens and communities in welcoming tourists (EU value of hospitality; this can be reached through training to citizens and in the schools and through communications actions;
- Frameworks for use and regeneration of spaces and places for cultural, creative, social inclusion and innovation social innovation and structured actions of cultural welfare, as part of paths multidisciplinary, multi-level and horizontal connects to tourism;
- Have modern, safe and sustainable transport infrastructure in order to facilitate travel across the EU and make the islands and remote areas more accessible for intra-European and international tourism and strengthen territorial cohesion
- Reducing bureaucracy will make the hospitality industry more attractive for skilled workers and employees: this can be achieved by eliminating or simplifying reporting obligations and procedural steps, and by improving services;
- In the hospitality industry, persistent shortages of skilled workers are causing increased workloads, rising labour costs, and a limited supply, resulting in unfilled vacancies; this situation can be remedied by developing a strategic approach to economic migration by member states with the support of the EU, which would encourage skilled workers from third countries to fill these gaps.
- There is a growing need to promote tourism careers in Europe and work on changing negative perceptions of working in the sector.

5 Expression of interest in concrete pledges and commitments

5.1 What concrete pledge your organization would be interested to present or collaborate on, to support the transition pathway towards a more resilient, greener and innovative tourism ecosystem?

- Accompany and support SMEs in their transformation process to become green and digital through the various initiatives and programmes offered by the Chambers
- Monitor achievements and flaws in the implementation of the different strategies and possible barriers
- Assess and contribute to regulatory changes and their impact on businesses as part of the consultation function assigned to the Chamber by law by participating in expert forums and public consultations both at the EU and national level
- Work towards the promotion of national tourism destinations and national brands
- Act as an intermediate body in terms of public-private partnership and cooperation. Both in the elaboration processes and during the implementation of the plans/actions

EUROCHAMBRES – The Association of European Chambers of Commerce and Industry represents over 20 million enterprises in Europe – 98% of which are SMEs – through 45 members and a European network of 1700 regional and local Chambers.

Further information: Mrs Lina KONSTANTINOPOULOU, konstantinopoulou@eurochambres.eu
Press contact: Mrs Nathalie KENNEDY-PAYEN, kennedy@eurochambres.eu