Task Force on the EUSBSR revision, final session
Comments BSC Maritime WG to PA Tourism
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EUSBSR
Good update
- More precise and shorter
- Connections to other relevant policy framework
- Suggestions on financing

PA Tourism
- 3 actions are the right ones needed
- Stronger presence of culture is welcomed
- PA Tourism has to be effective and fast in supporting the industry in crisis
- Could the Baltic Sea Tourism Centre be more visible to smaller actors in the northern part of the Baltic Sea in future?
- Maritime Issues working group would be happy to cooperate!
Messages from the BSC Maritime working group. The BSC:

- **Calls for developing the conditions to ensure a safe tourism which is the condition for a swift recovery but also on a longer term to reinforce the tourism sector** by making the Baltic Sea Region attractive again, also for international tourists. Therefore, calls for introducing health and safety standards, including secured travel paths and activities for tourists and local people. This requires a strong budgetary support to businesses which need to adapt their infrastructures and protocols but also take the full use of innovation. For this purpose, a holistic approach with a strong cooperation with all level of governances, businesses, education sectors is needed.
• Considers at the same time the opportunity to rebuild the tourism value chain differently and accelerate the transition towards sustainable tourism even further than the post-Covid-19 context. Therefore, the BSC supports the resolution of the European Parliament on “transport and tourism in 2020 and beyond”, towards a long-term strategy and a stronger policy to modernise the tourism sector and make it more sustainable. We recall that maritime tourism is strongly dependent on a healthy and clean Baltic Sea and therefore reiterate our commitment to enable a clean sea. The Green Deal, together with the EU Recovery Plan and the Multi-Annual Financial Framework, can be key instruments to move faster in this direction providing the legal and financial conditions for a more sustainable transition of the sector.
• Calls for promoting and investing further in human capital, skills, training and lifelong learning across the tourism value chain. Skills are essential component to reinforce the tourism sector, and to assist it to answer the future demands in tourism industry. Investing in people, in including skills in digitalization, product development and innovations, is of major importance for tourism and in employment of youth and seasonal workers. Supporting business in the tourism sectors with the digital transition can help to recovery. Investments and support through Cohesion Policy and in particular the ERDF, INTERREG and ESF+ for instance has to remain a priority to preserve jobs and socio-economic cohesion as well as improve skills of the work force.
BSC Maritime working group

- Is committed to participate and believe in cooperation at regional and macro-regional level, within the framework of the EU Strategy for the Baltic Sea Region. Developing further models for integrated sustainable tourism management and participatory planning at regional and local level is needed. Therefore, regional authorities should be involved in the implementation, governance and decision-making processes.

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