

Tourism4.0

Capacity building and peer-learning transnational supporting scheme towards smart, innovative, and sustainable tourism.

European and national strategies

External Resources list



Co-funded by the COSME programme of the European Union

<https://tourism4-0.eu/>



**Málaga
TechPark;**
Parque Tecnológico
de Andalucía

Introduction

The European Union supports, coordinates, and complements the actions of EU countries related to tourism. EU tourism policy aims to maintain Europe’s position as a leading global destination and to turn Europe into a sustainable destination, bearing also its social and environmental aspects. Some objectives are, notably, to maximize the industry’s contribution to growth and jobs, as well as promote cooperation between EU countries and develop the attractiveness of Europe as a destination.

On 1 December 2022, the Council of the [European Union adopted the European agenda for tourism 2030](#). The agenda is based on the Commission’s [transition pathway for tourism](#) and includes a multi-annual work plan with actions to be taken by the EU countries, the Commission and tourism stakeholders.

The Tourism4.0 consortium is composed of ten partners, from six different countries: Croatia, Italy, Malta, Poland, Portugal, and Spain. These countries count with specific national strategies related to the digital transformation of tourism sector SMEs.

The [Croatian sustainable tourism development Strategy until 2030](#) contains a vision of the development of tourism in the Republic of Croatia in the direction of sustainability, development needs and potentials that need to be realized and brings concrete priority areas for realization of identified strategic goals.

One of the main interventions of the National Recovery and Resilience Plan in Italy, is the [Digital Tourism Hub](#), a tool designed by the Italian Ministry of Tourism and ENIT (National Italian Agency for Tourism), to allow the entire tourism ecosystem to enhance, integrate and promote its attractions. The investment will fund digital infrastructure, artificial intelligence models for data analysis and basic digital services for tourism businesses.

The [Malta Tourism Strategy 2021-2030](#) was published following a drafting and consultation phase during a time which was profoundly impacted by the confusion and uncertainty which the

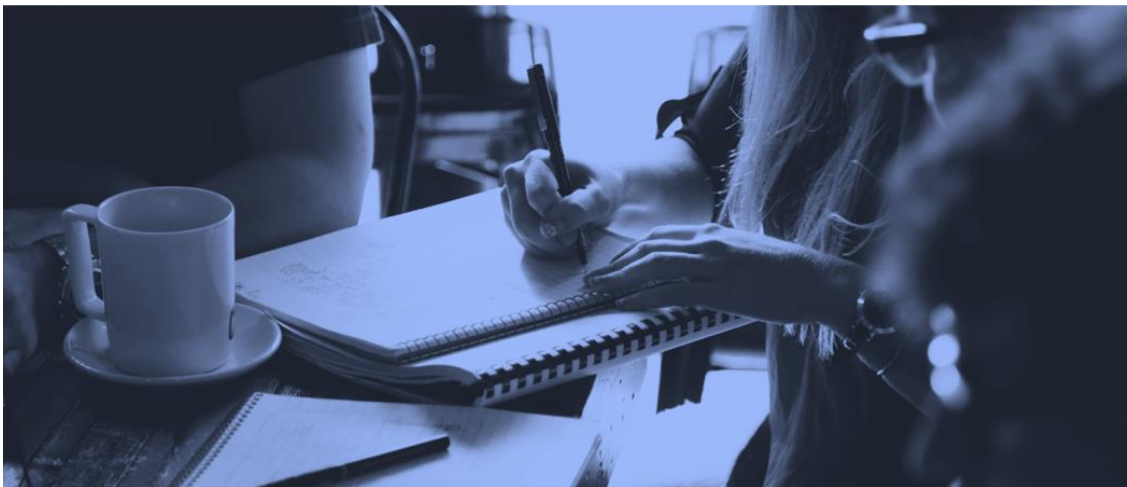


global COVID-19 pandemic wrought on the world's economies in general and tourism activity in particular. This strategy is built around the three principles of Recover, Rethink and Revitalize.

Poland is actually working on the implementation of the National Tourism Strategy 2030.

[Tourism Strategy 2027](#) is the strategic guideline for tourism in Portugal over the next decade. As such, this strategy has set economic targets for overnight stays and tourism revenue with a clear focus on territorial cohesion and increased value.

And finally, the government of Spain is developing the [strategy of sustainable tourism of Spain 2030](#), a national agenda of tourism for the challenges of the sector in the medium and long term, pushing the three pillars of sustainability: socio-economic, environmental, and territorial.



Database

You will find next a list of external resources, listed per country involved in the Tourism 4.0 project, focusing on European and national tourism strategies:

INTERNATIONAL & EUROPE:

- [The digital transition of tourism](#)
- [Key Policy Priorities for the Tourism sector](#)
- [New European agenda for tourism](#)
- [Tourism in southern Europe: potential and perils](#)
- [Europe's tourism rebound predicted to continue into 2023](#)
- [Green and digital transition in tourism](#)
- [OECD Tourism Trends and Policies 2022](#) (video)

CROATIA:

- [Tourism in the economy and outlook for recovery](#)
- [Sustainable tourism development strategy until 2030](#)
- [Croatia - National Development Strategy 2030](#)

ITALY:

- [Italia Domani, the National Recovery and Resilience Plan](#)
- [Digital Tourism Hub](#)

MALTA:

- [Malta Tourism Strategy 2021-2030 - Recover, Rethink, Revitalize](#)
- [Malta's Tourism Strategy for the years 2021 – 2030](#)
- [Digital Tourism Roadmap 2030 in Malta](#) (video)

POLAND:

- [Policy Area \(PA\) 'Tourism' actions](#)
- [New Trends in Tourism](#)
- [Poland Tourism Industry Outlook 2022 – 2026](#)



PORTUGAL:

- [Tourism Strategy 2027](#)
- [Portugal and Spain present tourism strategy for the border areas](#)
- [Reactivate Tourism - Build the future - Action Plan](#)
- [Portugal - Country Commercial Guide](#)

SPAIN:

- [Sustainable tourism strategy of Spain 2030](#)
- [Smart tourism](#)
- [Cross-Border Tourism Strategy between Portugal and Spain](#)
- [Plan for the modernization and competitiveness of the Spanish tourism sector and sustainability strategy of national tourism](#)

Date of publication: 15/05/2023



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