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DIVETOUR
Training Kit of the cMOOC of DIVETOUR project

Handbook of MODULE 1

The response of the Tourism sector to the pandemic with specific focus on the inclusion of seniors and persons with disabilities and/or other specific access requirements for the re-opening of the sector

Topic 1
Economic and socio-cultural impact of external shocks on tourism

divetour.eu

Edited by

The DIVETOUR project team

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Ancient forest Punios silas in Lithuania
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Glossary

"Travel is fatal to prejudice, bigotry, and narrow-mindedness."

Mark Twain

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1. Economic and socio-cultural impact of external shocks on tourism

1.1. Why do we travel?

While some people go on business, medical or religious trips, others travel for pleasure - to rest or discover a destination, its local life, culture and natural heritage or visit family. Science suggests that getting away is an essential habit of effective thinking[1].

1 Why we travel | Travel | The Guardian

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According to the UN International recommendations for Tourism Statistics 2008, the main purpose of a trip is defined as the purpose in the absence of which the trip would not have taken place.

The classification presented below elaborates on previous classifications and incorporates new categories that have been gaining in importance since the issuance of the 1993 Recommendations on Tourism Statistics.

Classification of tourism trips according to the main purpose	
1. Personal	
	1.1. Holidyas, leisure and recreation
	1.2. Visiting friend and relatives
	1.3. Education and training
	1.4. Health and medical care
	1.5. Religion/pilgrimages
	1.6. Shopping
	1.7. Transit
	1.8. Other
2. Business and professional	

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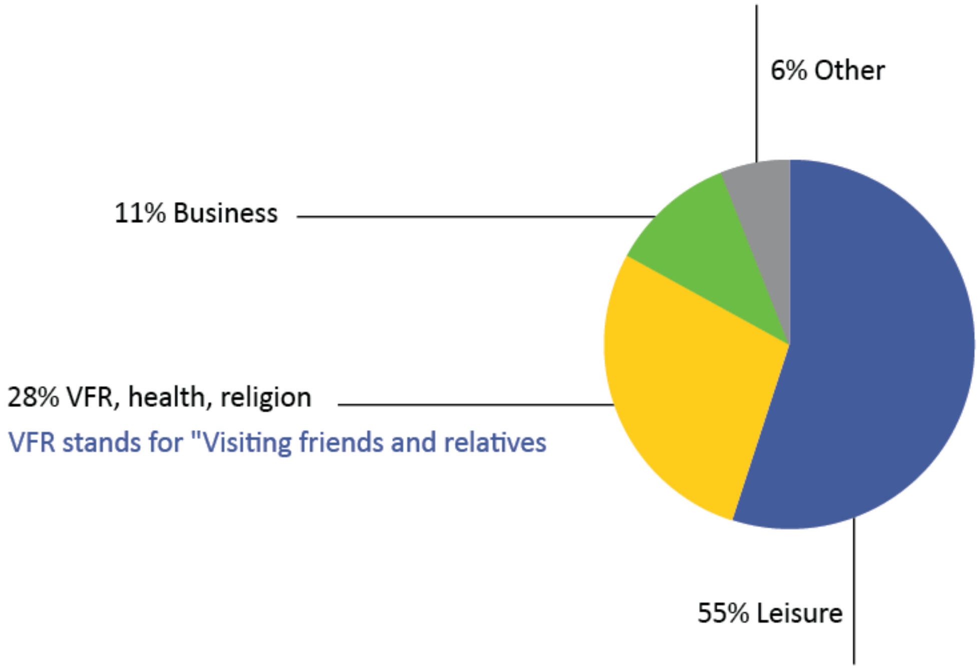
In 2018, world tourism arrivals reaches 1.4 billion (UNWTO). In 2019, 55% of the international tourists were motivated to travel for leisure, recreation, and vacations. Another 28% were traveling to visit family and friends (VFR) or to make religious pilgrimages to places such as Mecca, Jerusalem, and the Vatican. Business travelers represented 11% (see graph below - source Statista)[2].

Inbound tourism by purpose of visit (2019)



2 Why Do People Travel [Chart] | Enduring Wanderlust

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"So Much of Everything" - Logo and Claim for the Tourism Promotion of the City of Turin | Photo by Bluebook srl

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Fun fact

More than six million people visit the art collection of the Vatican City every year, making it one of the most visited art museums in the world.

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Vatican Museum stairs |Spiral stairs leading towards the exit of the Vatican Museum | Photo by Chris Wee

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1.2. Economic contribution of tourism

According to the UNWTO[3], the economic contribution of tourism in 2021 (measured in tourism direct gross domestic product) was estimated at US$1.9 trillion, above the US$1.6 trillion in 2020, but still well below the pre-pandemic value of US$ 3.5 trillion.

Tourism including the hospitality sector represents 10% of the EU GDP (at least before the pandemic). The EU is a major tourist destination, with four of its Member States among the world's top 10 destinations[4]. Tourism contributes to employment and economic growth, as well as to development in rural, peripheral or less-developed areas. Tourism can play a significant role in the development of European regions. Infrastructure created for tourism purposes contributes to local development, while jobs that are created or maintained can help counteract industrial or rural decline.

The economic importance of international tourism in the EU can be measured by looking at the ratio of international travel receipts relative to GDP.

3 Tourism Grows 4% in 2021 but Remains Far Below Pre-Pandemic Levels (unwto.org)

4 UNWTO International Tourism Highlights

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In 2019, the ratio of travel receipts to GDP was highest, among the EU Member States, in Croatia (19.4 %), Cyprus (13.0 %) and Malta (12.5 %), confirming the importance of tourism to these countries (see Eurostat table below). In absolute terms, the highest international travel receipts in 2019 were recorded in Spain (EUR 71.2 billion) and France (EUR 57.0 billion), followed by Italy (EUR 44.3 billion) and Germany (EUR 37.2 billion).

Art Venice biennale 2022 | Photo by Bluebook srl

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Travel receipts and expenditure in balance of payment 2010-2019 - Receipts (million EUR)

	2010	2015	2019	2019 (%) Relative to GDP
EU[1]	96 200	136 062	163 070	1.2
Belgium	8 620	7 090	7 923	1.7
Bulgaria	2 574	2 838	3 829	6.3
Czechia	5 419	5 465	6 524	2.9
Denmark	4 420	6 027	8 027	2.6
Germany	26 159	33 265	37 193	1.1
Estonia	824	1 347	1 559	5.5
Ireland	3 106	4 315	5 739	1.6
Greece	9 611	14 126	18 179	9.9
Spain	44 375	56 310	71 203	5.7
France	43 040	52 585	56 990	2.3
Croatia	5 568	7 210	10 529	19.4
Italy	29 257	35 555	44 303	2.5
Cyprus	1 637	2 279	2 906	13.0
Latvia	484	807	908	3.0
Lithuania	729	1 041	1 333	2.7
Luxembourg	4 286	5 051	5 119	8.1
Hungary	4 315	4 797	6 517	4.5
Malta	814	1 246	1 698	12.5
Netherlands	8 850	12 067	16 513	2.0
Austria	14 027	16 435	20 493	5.2
Poland	7 136	9 267	12 251	2.3
Portugal	7 600	11 606	18 431	8.6
Romania	860	1 659	3 195	1.4
Slovenia	1 991	2 162	2 752	5.7
Slovakia	1 684	2 192	2 861	3.0
Finland	2 291	2 318	3 328	1.4
Sweden	6 324	7 555	8 202	1.7
Iceland	430	1 470	2 403	10.8
Norway	-	-	5 242	1.4
Switzerland	11 197	15 252	16 042	2.5
Montenegro	-	814	1 098	22.2
North Macedonia	-	239	354	3.2
Albania	-	1 352	2 083	15.3
Serbia	-	944	1 436	3.1
Turkey	17 202	24 004	26 715	3.9
Bosnia and Herzegovina	449	679	1 051	5.8
Kosovo[2]	328	717	1 321	18.6

1 Extra EU flows - 2 This designation is without prejudice to position on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Indipendence.

Travel receipts and expenditure in balance of payment 2010-2019 - Expenditure (million EUR)

	2010	2015	2019	2019 (%) Relative to GDP	2019 Balance
EU[1]	80 421	94 807	116 260	0.8	46 810
Belgium	14 313	12 311	16 724	3.5	-8 801
Bulgaria	626	1 006	1 631	2.7	2 198
Czechia	3 216	4 304	5 261	2.3	1 264
Denmark	6 809	8 103	9 037	2.9	-1 011
Germany	58 934	69 859	83 291	2.4	-46 098
Estonia	481	925	1 386	4.9	173
Ireland	5 358	5 143	7 288	2.0	-1 549
Greece	2 156	2 038	2 744	1.5	15 435
Spain	12 788	15 724	24 932	2.0	46 271
France	29 016	35 627	46 144	1.9	10 846
Croatia	629	681	1 574	2.9	8 955
Italy	20 415	22 013	27 099	1.5	17 204
Cyprus	999	973	1 425	6.4	1 481
Latvia	490	557	669	2.2	239
Lithuania	644	857	1 241	2.5	93
Luxembourg	1 847	2 054	3 247	5.1	1 872
Hungary	1 821	1 649	2 453	1.7	4 064
Malta	234	332	474	3.5	1 224
Netherlands	14 473	16 497	18 434	2.3	-1 921
Austria	7 717	8 408	10 365	2.6	10 128
Poland	6 344	6 940	8 241	1.5	4 010
Portugal	2 953	3 332	5 300	2.5	13 131
Romania	1 238	2 014	5 359	2.4	-2 164
Slovenia	1 125	1 109	1 500	3.1	1 253
Slovakia	1 471	1 917	2 313	2.5	548
Finland	3 262	4 325	5 075	2.1	-1 747
Sweden	9 172	11 836	12 839	2.7	-4 638
Iceland	462	869	1 348	6.1	1 055
Norway	-	-	14 759	4.1	-9 518
Switzerland	8 940	15 519	16 763	2.6	-722
Montenegro	-	41	52	1.1	1 046
North Macedonia	-	144	252	2.3	102
Albania	-	1 116	1 583	11.6	500
Serbia	-	993	1 615	3.5	-179
Turkey	3 923	4 842	3 672	0.5	23 044
Bosnia and Herzegovina	149	185	248	1.4	803
Kosovo[2]	105	176	328	4.6	994

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1.3. What makes EU citizens decide which destination to visit?

According to a Eurostat survey on attitudes of Europeans toward tourism conducted in the midst of the COVID19 crisis (October 2021), the three most important aspects EU citizens base their decision on all carry about the same weight: the 'cultural offerings at the destination' (44%), 'the price of the overall trip' and the 'natural environment in the destination' (both 43%). The fourth to sixth most important reasons for respondents to choose a destination are the 'activities available in the destination' (30%), the '**accessibility of services and activities for all' (24%)** and 'clear information on health and safety guidelines' (20%)[5].

The Eurostat findings are comparable to the results of the ETC study[6] on most popular travel experiences: nature and outdoors, culture and heritage, city breaks.

5 Eurostat 499: Attitude of Europeans toward tourism

6 ETC Consumer Travel Attitudes and Expectations - Summer 2022 (etc-corporate.org)

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1.4. Introduction to Accessible Tourism and its contribution to tourism economy

The significant weight given to “accessibility of services and activities for all” by European tourists, as reported in the previous paragraph, underlines the importance assumed by “Accessible Tourism” or “Tourism for All”, which refers to tourism that caters to the needs of the widest range of visitors, including persons with disabilities, older persons, cross-generational families and others.
All of them can be referred to as “persons with specific access requirement”, where “access" or “accessibility” requirements refers not only to a barrier-free environment, but also to transportation, information and services which are inclusive and can be used by everyone.
As we will see more in detail in the second Module of the MOOC, specifically focussed on it, Accessible Tourism generates business opportunities and, therefore, represents one of the main levers for the recovery of the tourism sector after exogenous shocks, such as the pandemic, to which, as indicated in the next section, it is particularly vulnerable.
People with specific access requirements represent,

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in fact, a big and growing potential market that, if appropriate and comfortable conditions to travel are provided, can generate increase in the tourism demand of tourism destinations and in their market share.
According to the World Health Organisation, there are approximately 1 billion persons with disabilities in the world. This equates to approximately 15% of the world population having a physical, sensory or mental disability. Moreover, since older persons very often have similar difficulties in carrying out daily activities, they are usually included among those who express specific access requirements. Due to the ageing of the world's population, their number, already considerable, is bound to grow, thus greatly increasing the overall number of persons who can benefit from accessible tourism services.
Finally, it must be mentioned that people with specific access requirements also include many others ,such as those with temporary impairments, due to an illness or medical circumstances, and those with situational limitations, for example, parents with small children.
As proof of the economic and marketing potential of accessible tourism offers, many Accessibility Information Schemes have been developed by destinations in order to meet the demand[7]. One example is the Eurewelcome label, developed by the Luxembourg Directorate of Tourism and the national disability information centre,

7 See: Pantou accessibility-info for a list of Accessibility Information Schemes.

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which recognises tourism establishments or events for their efforts in terms of accessibility and hospitality. This approach is based on the concept of ‘design for all’, which aims to meet the needs of all visitors, including visitors with disabilities, the elderly and families with children. The label is currently held by 179 tourism facilities in Luxembourg.

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1.5. Vulnerability of tourism to external shocks

The COVID-19 outbreak in early 2020 brought tourism's decade-long boom to a standstill. Worldwide tourism declined by 73% in 2020 compared to the previous year, while Europe saw a decline of 68% over the same period[8].

In 2021, the European tourism economy was bouncing back from the severe impacts of the COVID-19 pandemic supported by increased vaccination rates and the EU Digital COVID Certificate, which enabled the easing of travel restrictions and the reopening of tourism destinations. International tourism rebounded moderately during the second half of 2021, with international arrivals down 62% in both the third and fourth quarters compared to pre-pandemic levels. International arrivals in December were 65% below 2019 levels[9].

The pace of recovery remains slow and uneven across world regions due to varying degrees of mobility restrictions, vaccination rates and tourists confidence. Europe and the Americas recorded the strongest results in 2021 compared to 2020 (+19% and +17% respectively), but still both 63% below pre-pandemic

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8 ETC Consumer Travel Attitudes and Expectations - Summer 2022 (etc-corporate.org)

9 ETC Consumer Travel Attitudes and Expectations - Summer 2022 (etc-corporate.org)

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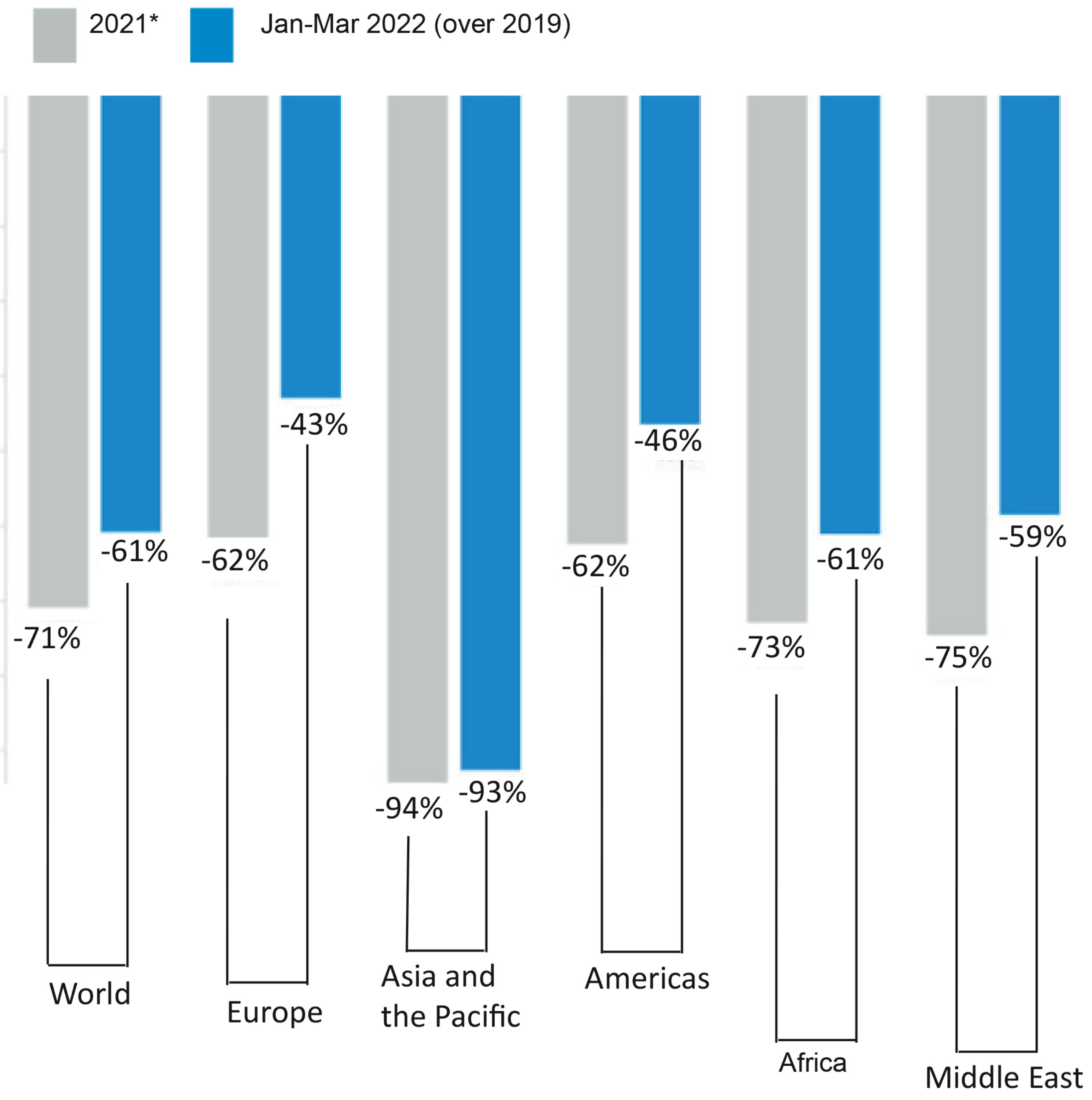
YTD change by region - By UNWTO on 6 June 2022

Source: World Tourism Organization (UNWTO) ©• *

*Change over 2019 (provision data)

Data as collected by UNWTO, July 2022. Published 01/08/2022



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levels[10] (see the table).
The war in Ukraine reminds us how volatile tourism is. Inflationary pressures on household spending, rising energy and food prices and geopolitical tensions have macro-economic and travel effects on the European tourism[11].
Countries reliant on Russian tourists are directly affected by the war due to no-fly zone and travel bans in particular Turkey, Cyprus and Montenegro (see table below from Tourism Economics). The EU sanctions against Russia have wider economic impacts such as higher inflation eroding income and expected consumer-lead recovery from the COVID-19 pandemic.

10 YTD change by region | Flourish
11 Tourism Economics - An Oxford Economics Company - Tourism Economics

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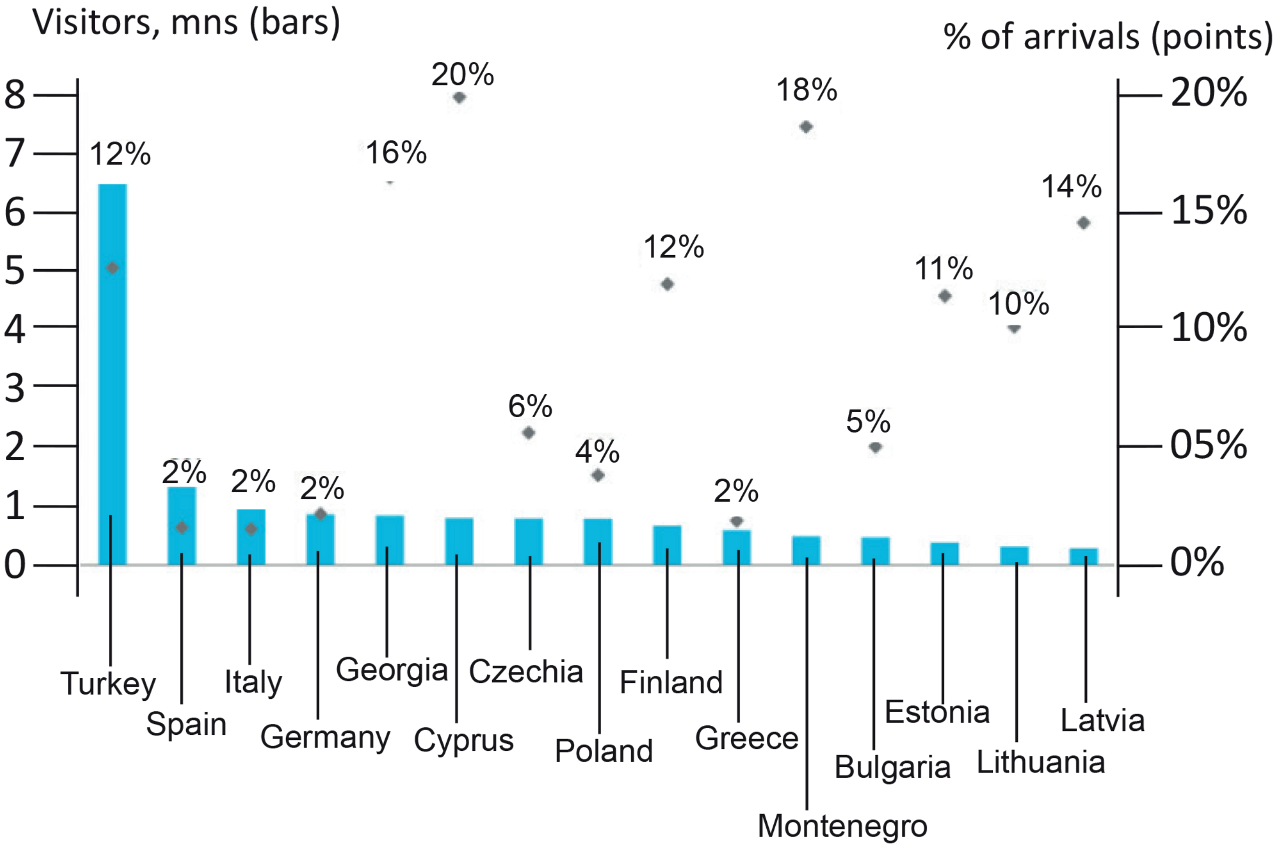
Top European destinations for Russian visitors 2019

Source: Tourism Economics



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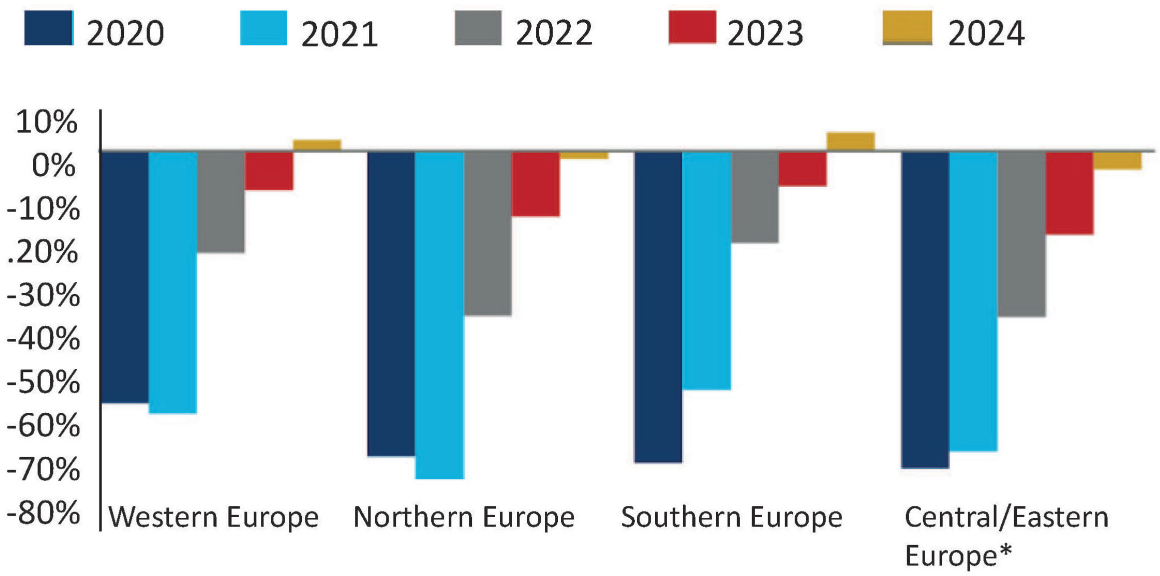
Sentiment could affect long-haul recovery and unequally defer the complete recovery of the tourism sector from the COVID-19 pandemic (see table below from Tourism Economics).

Europe inbound travel by destination region % difference from 2019 levels

Source: Tourism Economics
* Central/Eastern Europe aggregation excludes Russia and Ukraine



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Musei Reali di Torino - "Capa in color" Exibition on Frank Capa works
Photo by Bluebook srl

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From last year's disastrous floods in Germany and Belgium, to the bushfires in Greece in Northern Evia[12] or the eruption of the Cumbre Vieja volcano on the island of La Palma in the Canary Islands, events taught us how disruptive natural disasters were for the tourism industry in Europe.

The EU Funded MYRIAD project addresses this aspect by focusing on the way natural disasters and risks are currently assessed and managed. Leading scientists from across Europe will co-develop the first harmonised framework for multi-hazard, multi-sector, and systemic risk management including for hospitality.

The whirlwind of the pandemic has changed people's lives and relationships in many ways, including their attitudes and behaviour towards travel. Additionally, research has demonstrated that these attitudes can be volatile and will continue to evolve, in line with the development of the pandemic and other factors such as digital advances and the health of the economy[13].

12 Building a sustainable recovery back from wildfire disaster in Northern Evia, Greece (toposophy.com)
13 ETC: ETC Consumer Travel Attitudes and Expectations - Summer 2022 (etc-corporate.org)

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NOTE

Listen to Toposophy podcast on how to build resilience in today's disaster-prone cities.

NOTE

Listen to Eurostat podcast on How do we travel in a world changed by COVID-19[1]? People adapted their tourism aspirations with no way back for some.

1 How do we travel in a world changed by COVID-19? - Produit Actualité Eurostat - Eurostat (europa.eu)

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1.6. Economic impact of COVID-19 across tourism: focus on hospitality

The hospitality industry represents 6% of the consumer expenditure in EU27 and contributes to 2 to 3% of the EU GDP. The sector is made of 2 million businesses, 90% of which are micro-enterprises (i.e. employing less than 10 people). Hospitality is the largest component of tourism, which contributed to more than 10% of the EU GDP before the pandemic, during which its contribution was halved[14].

The hospitality industry created 2 million new jobs between 2015 and 2019 taking its workforce from 9 million employees to 11 million[15] in 2019 in the EU27. Its workforce is heterogeneous in terms of skills, gender, age and background. It contributes to youth employment and social inclusion. 17.4% of the employees are aged under 25 years compared to 7.6% in the overall economy.

14 HOTREC figures based on Eurostat.

15 Figures do not include the UK

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1.7. Labour and skills shortage

Since the COVID-19 outbreak, all sectors are impacted by labour force shortages, albeit to a different extent. The most hit ones include construction, accommodation and food services, manufacturing, retail trade, transport/ warehousing as well as **leisure and hospitality**[16].
The hospitality industry is facing severe and unprecedented difficulty to recruit. On average, there is currently a gap of between 10% to 20% of the workforce in the sector in the EU compared to 2019 levels. For instance, in 2022, in France, there are 200.000 unfilled positions and 50.000 in Austria[17]. In the UK, staff shortages are causing 45% of operators to cut trading hours or capacity in order to cope, costing the industry £21bn in lost revenue and causing an estimated £5bn loss in tax for the Exchequer[18].
Main reasons invoked are the lack of trust in the sector after long-term closures and new life aspirations of workers. This comes in addition to pre-covid structural recruitment issues, a significant inactivity rate and an ageing and shrinking working population. Labour force shortages are also a result of a relatively low mobility in the EU.

16 European Labour Authority, November 2021
17 HOTREC internal survey
18 UK Hospitality newsletter - link

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ESHOB students | Photo by ESHOB

The reduction in employment in occupations related to the hospitality industry is shown in the list of 24 widespread surplus occupations. The employment of kitchen helpers declined by 16%, while waiters contracted by 17% in 2020 (see the table[19]).

19 2021 Labour shortages surpluses report.pdf (europa.eu)

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Employment change in the EU27 in occupation which recorded widespread surplus in 2020

Source: combination of Eurostat LFS extracts and responses from NCOs

Occupation	Change in employment 2019-2020
Shop Sales Assistants	-9%
Car, Taxi and Van Drivers	-6%
Receptionist	-1%
Waiters	**-17%**
Administrative Executive Secretaries	-40%
Beauticians and Related Workers	-8%
Building Construction Labourers	-2%
Cleaners & Helpers in Officies, etc.	-6%
Elementary Workers nec	-3%
General Office Clerks	+45%
Graphic and Multimedia Designers	+5%
Hairdressers	+6%
Photographers	0
Cooks	-9%
Gardeners Horticultural Growers	+4%
Secretaries (general)	+1%
Security Guards	-2%
Travel Consultant and Clerks	-8%
Cashiers and Ticket Clerks	-5%
Interior Designers and Decorators	-12%
Journalist	+1%
Kitchen Helpers	**-16%**
Sociologists, Anthropologists and Related	+9%
Translators, Interpreters and Linguists	-3%

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1.8. Staff training, re-training and upskilling

In this context, the tourism and hospitality sector are confronted with the need to 'do more with less': investments to embrace sustainability, digitalisation and accessibility are needed, but liquidity, profit margins and capital are lacking. As mentioned previously, inflation and the rising cost of food and energy in 2022 pose an additional challenge. Training and qualification of workers must be key elements of all national recovery plans, to ensure that the sector disposes skilled staff. Re-skilling and upskilling are a must to improve accessibility, sustainability and digital skills (e.g. CMS systems, marketing; water management, waste management, energy efficiency) as well as interpersonal skills and languages, cooking skills, etc.

- Vocational training[20] as well as apprenticeship schemes are essential to help sectoral workers embrace a long-lasting career in the sector. After two years of work 'on hold' or 'on and off', there is a need for persons working in the sector to refresh their skillset and an opportunity to develop inclusion and accessibility skills to provide a customer service for all.

20 Vocational training is also known as vocational education and training (VET) basically focuses on practical applications of the skills learned or acquired and it provides the much needed hands-on instruction in a specific trade.

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Curricula needs to be systematically updated, to take into account the skills gap felt by the sector, demand-led innovation and anticipate new shocks and devising corresponding emergency procedures. Companies should be in direct contact with training providers in order to address the needs of the sector and prepare it for the digital and green transition.

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1.9. European initiatives targeting accessibility and inclusion in tourism

A few examples of relevant EU regulations and initiatives:

- The EU Transition Pathway for Tourism launched in February 2022 aims at supporting the green and digital transition and achieving greater resilience in tourism. Accessibility and inclusiveness are elements central to smart tourism strategies. When it comes to infrastructure renovation, tourism-related buildings (e.g. hotels, stations, airports, accommodation and restaurant facilities) should improve the accessibility, attractiveness and functionality of the space for observing safety and health related possible exceptional measures, as has been necessary during COVID-19 pandemic. The European Commission encourages awareness raising campaigns and best practices on accessibility in tourism. A first set of stakeholders commitments under Transition Pathway for tourism was published on 29 June 2022. The commitment of destination management organisations (Visit Flanders, City of Bordeaux) show that accessibility and community well-being can be integrated in strategies with clear actions and measurable targets.
- The EC Directive on Web Accessibility Directive (EU)

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2016/2102, was published in 2016 and is in force since December 2016. The Directive obliges websites and apps of public sector bodies to meet specific technical accessibility standards in line with the Web Content Accessibility Guidelines (WCAG). The benefits of WCAG compliant websites stretch beyond catering for the needs of people with disabilities: they are simply better websites for all users and will be a key milestone when assessing the state of digitalisation of the industry.

- The accessibility requirements for products and services directive – also called the EU Accessibility Directive adopted on 17 April 2019 supports the move towards accessible and high-quality websites. The accessibility requirements in the EU Accessibility directive can also contribute to improve the accessibility of buildings where users access ICTs such as banks, post offices and transport terminals.

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1.10. Impact of the COVID-19 pandemic on travel behaviour

Anxiety to travel again is real in some segments of the population. Close to eight in ten EU citizens (76%) expect that the COVID-19 pandemic will have some type of long-term effects on their travel behaviour[21]. Persons with disabilities and persons with specific access requirements may encounter barriers when travelling, preventing them from fully enjoying tourism experiences. These tourists might be even more impacted by restrictions imposed during the pandemic.

Time for recovery is an opportunity to relaunch tourism with a renewed focus on seniors and persons with disabilities and/or other specific access requirements.

21 Eurostat 499: Attitude of Europeans toward tourism

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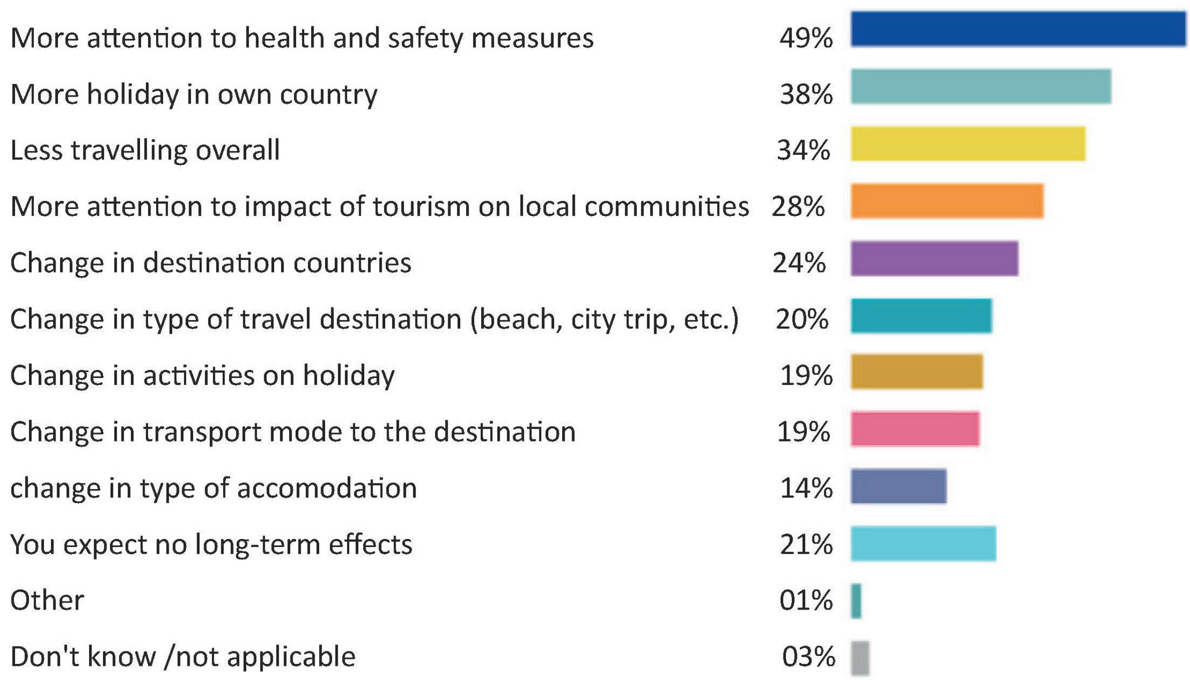
1.11. Focus on health & safety measures including for senior tourists

Respondents to the Eurostat survey think that the pandemic will lead to them having more attention for health and safety measures (49%). Brand strategies will need to account for tourists' fears regarding the virus, touting hygiene and safety[22].

What long-term effects, if any, do you expect the COVID-19 pandemic will have on your travelling behaviour?

Multiple answers possible, EU27 - Base: all respondents (n=25 714)



22 Top factors travellers will consider before planning their next trip | World Economic Forum (weforum.org)

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This finding corresponds to a study "Travel in 2022 – A Look Ahead" by Tripadvisor and Ipsos MORI (January 2022)[23].
The study found that the respondents would like to see safety measures in place at hospitality businesses, even after COVID-19 cases have dropped worldwide. Between 63-83% of the respondents in five different countries agree that they would like safety measures to stay in place “for the next 12 months”.

In Eurostat 499, 38% expect that the COVID-19 pandemic will result for them personally in more holidays in their own country and less travelling overall (34%). In line with these results, a substantial share think that the pandemic will impact their selection of countries of destination (24%) or type of travel destinations (20%). ‘More attention to the impact of tourism on local communities’ is mentioned by 28% of respondents as an expected impact of the pandemic on their travel behaviour, while 19% anticipate it will change their transport mode to the destination.

23 https://www.tripadvisor.com/TravelTrendsReportJan2022

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Cafeteria - Riga | Photo by Bluebook srl

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The graph reveals change in research and planning habits driven by the pandemic[24] including the importance of hygiene standards of accommodation and the willingness to not plan too far ahead.

24 ETC Consumer Travel Attitudes and Expectations - Summer 2022 (etc-corporate.org)

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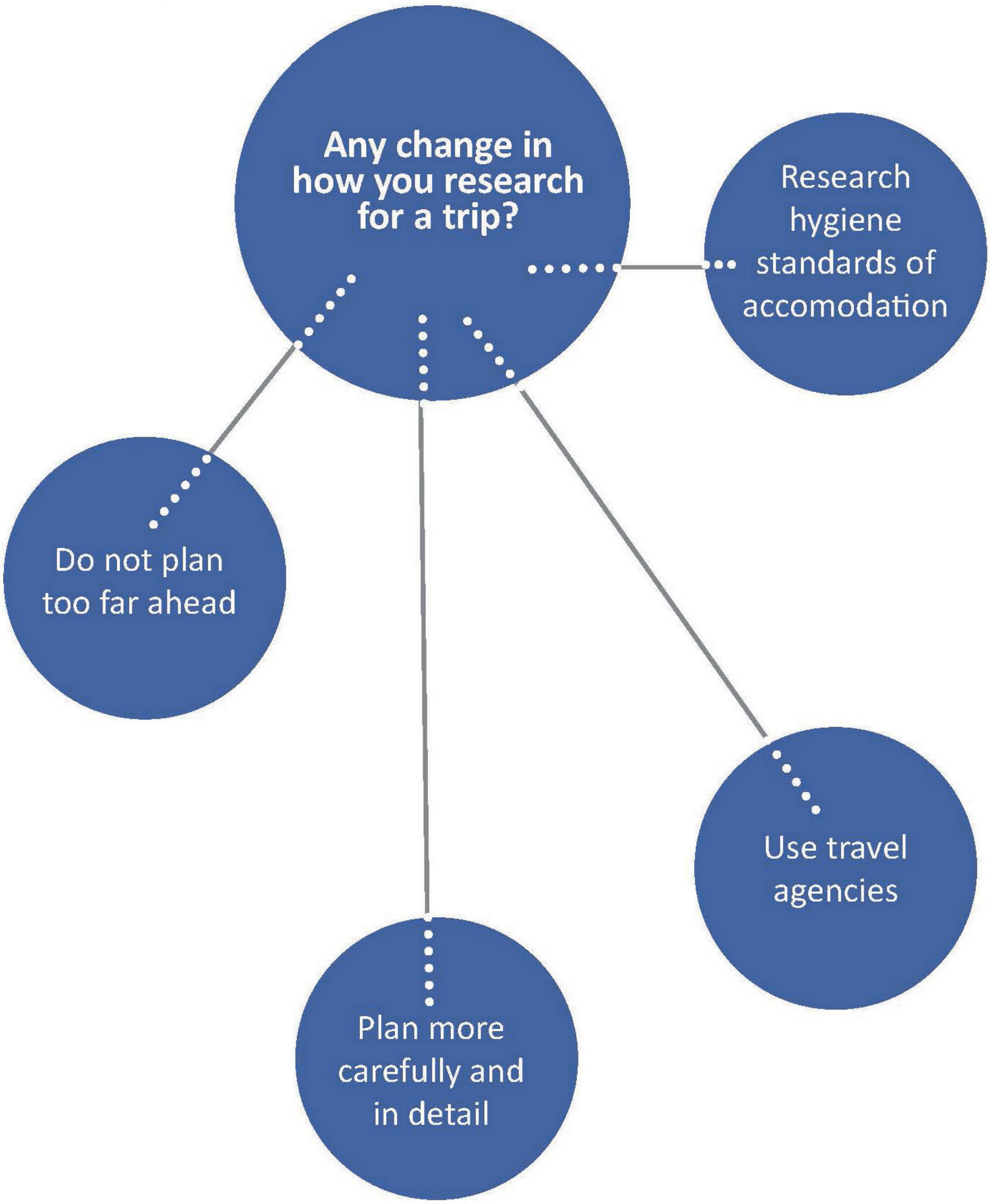
Change in research and planning habits driven by the pandemic

Question: Has the pandemic impacted how you research and plan your future trips? In which way?



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Glossary

Evros Delta National Park - Greece | Photo by Bluebook srl

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Fun fact

The term glossary originates from the ancient Greek glōssa, (language). In the ancient Latin world and in medieval times, the term indicated an explanatory note alongside a term that was difficult to understand.

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Apprenticeship (return)
An apprenticeship is a scheme that aims to prepare students for a specific type of job while meeting a company's need for highly skilled employees. It often combines on-the-job practical training (sometimes paid) with some accompanying study. Apprenticeships encompass a wide variety of career paths and industries.

EU digital COVID certificate (return)
An EU Digital COVID Certificate is a digital proof that a person has either been: vaccinated against COVID-19; received a negative test result or recovered from COVID-19. The EU Digital COVID Certificate Regulation entered into application on 1 July 2021. EU citizens and residents will now be able to have their Digital COVID Certificates issued and verified across the EU. More: EU Digital COVID Certificate | European Commission (europa.eu)

Gross Domestic Product (GDP) (return)
Gross domestic product (GDP) is the total monetary or market value of all the finished goods and services produced within a country’s borders in a specific time period.

Hospitality industry (return)
The hospitality industry consists of a broad group of businesses that provide services to guests and tourists.

It goes from serving food and beverage in restaurants, bars and cafés to offering accommodation through hotels and entertainment via late-nights entertainment establishments. Hospitality is by nature diverse from micro-enterprises, small and medium enterprises to large chains. The hospitality industry is the backbone of the European economy providing 12 million jobs and representing together with tourism, 10% of the European Union GDP (see definition of GDP above).

Tourism (return)
The United Nations World Tourism Organisation (UNWTO) defines tourism as an activity of visitors and specifies that a visitor is a tourists 'taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

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