DRAFT

Project Plan for the CEN Workshop on
“Response to COVID-19 - Health and safety protocols for tourism establishments and services”

Workshop
(to be approved during the Kick-off meeting on 2020-02-26)

0. Context

According to UNWTO, 1.5 billion international tourist arrivals were recorded in 2019, globally (51% in Europe). This represents a 4% increase on the previous year, which was also forecast for 2020, confirming tourism as a leading and resilient economic sector (accounting for 10.3% of global GDP and 1 in 10 jobs around the world according to WTTC).

However, 2020 has failed to meet the initial expectations. The expansion of COVID-19 has caused a healthcare crisis with an impact on economic sectors. Indeed, the outbreak of the SARS-Cov-2 epidemic has threatened the tourism industry, as one of the most affected by the global lockdown. Restrictions on the free movement of people, lower demand for tourism services, due to uncertainty and caution, cancellations and finally total lockdown both in countries of origin and at destinations, have deeply affected the entire value chain of the tourist industry.

Commissioner Breton announced that tourism is one of the 14 ecosystems of the European Recovery Plan. After the first waves and in addition to emergency financial measures, it is urgent now to establish common safety measures to be implemented by tourist organizations in order to provide services in safe conditions. Safety and hygiene seem to be key elements in building travellers’ confidence, thereby leading to a swift relaunch of tourism activities. With the vaccines on the horizon, still the pandemic is far from disappearing in the short term as virus mutations, new waves or even new outbreaks of similar viruses are to be expected in the near future. It is not about surviving some months; it is about helping the tourism industry to become resilient and adapt their services to the new normal.

The purpose of this workshop is to provide protocols to the tourist organizations to prevent the spread of the coronavirus SARS-Cov-2 among employees, tourists and residents at the destination. Through the implementation of these measures, each tourism organisation will be able to provide safer tourism services and to generate networks of safer destinations. This flexible tool will certainly help to better inform and prepare tourism businesses in anticipation of the 2021 spring-summer tourism season and would help promote Europe as a safe tourism destination in international markets.
There are currently several documents and initiatives at national level as indicated in item 4, but with different scopes, approaches and level of granularity. Hence, there is a need to harmonize those measures. Tourism means travelling from one destination to another and it will make no sense to have different guidelines for the same services in different countries. This CEN Workshop Agreement will set the basis for all the countries to have a unique European reference, reached by consensus by the EU members.

Due to the urgent need to have this common harmonised protocol for the tourism sector, it is intended to develop this project in a short period of time with an intense drafting period starting in the 3rd week of February 2021. It is expected that the document be published by April 2021 (1-to-2-month duration).

1. **Status of the Project Plan**

This initial draft Project Plan is circulated to support the creation of a new CEN Workshop Agreement (CWA) project, prior to the submission of a related CEN BT decision for approval at its next meeting on 18th February 2021.

The draft Project Plan will then be approved at the Kick-off meeting of the Workshop.

2. **Background to the Workshop**

On 11 January 2021, a letter from EC DG Grow was sent to CEN/CENELEC encouraging the development of a European standardization deliverable for COVID-19 health and safety protocols for tourism establishments and services. The EC suggests considering the following aspects:

- Be realistic but specific enough to protect travellers, workers of the tourism industry and local communities of destinations
- Be flexible enough to be further developed and adapted to the needs of destinations, type of services/establisments.
- Include a visual identity, which could be displayed by businesses and seen and understood by consumers.
- Be free of charge to the widest possible audience
- Be available by April 2021

Tourism is a major economic activity in the European Union with wide-ranging impact on economic growth, employment, and social development and one of the hardest-hit by the COVID-19 pandemic with impacts on both travel supply and demand.

The OECD estimates by 60% to 80% decline in international tourism in 2020, depending on the speed of containment and the duration of travel restrictions as well as borders shutdown, which represents hundreds of billions of forfeited revenues by the EU tourism ecosystem.
The outbreak of COVID-19 has put the EU tourism industry under unprecedented pressure and tourism companies of all sizes are facing acute liquidity problems. On 13 May 2020, the Commission adopted a comprehensive package of initiatives to allow for a coordinated framework to resume transport and tourism safely, enable Europeans to travel and enjoy the summer tourism season in safety, as well as address pressing issues for tourism operators and consumers.

The Commission launched the Re-open EU web platform on 15 June 2020. The website and mobile app provide real-time information on borders and available transport and tourism services in EU countries. It includes information on public health and safety measures, such as on physical distancing or wearing of facemasks, and is available in 24 EU languages.

In the COVID-19 context, EU policy aims to maintain Europe's standing as a leading tourist destination while maximising the industry's contribution to growth and employment. In order to achieve this, common guidelines are needed to help tourism service providers to resume operation in the safest possible mode. Therefore, a shared approach is needed in regard to health and safety protocols, to harmonize existing criteria and practices in order simplify the burden for all actors by providing clear common and adapted guidance.

Indeed, this is also an opportunity to re-imagine tourism through a coordinated approach in order to restore traveller and business confidence, stimulate demand and increase tourism resilience. This CWA will be a tool that will help tourism to become again a driver for the recovery of economies while keeping the European Green Deal and the Global Sustainable Goals in the roadmap for the tourism development.

3. Workshop proposers and Workshop participants

- Proposer:

<table>
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<tr>
<th>Person/Organization</th>
<th>Short description</th>
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<tbody>
<tr>
<td>UNE, Spanish Association for Standardization</td>
<td>Spanish national standardization body, CEN member</td>
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- Potential participants:

Participation is based on national membership of CEN and specifically addressed to those national members having already developed or are developing a national specification, with one representative from Annex III organizations.

- Proposed leadership team:

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<tr>
<th>Person/Organization</th>
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<tr>
<td>Chair: Maria Cruz Cádiz</td>
<td>Technical Director of ICTE (Spanish Institute for Quality Tourism).</td>
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</table>
Person/Organization | Short description
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Convenor of ISO/TC 228 WG 18 “Measures to prevent the spread of Covid-19 in the tourism industry”
Secretariat: Natalia Ortiz de Zárate | Project manager – UNE Committee Manager of ISO/TC 228 “Tourism and related services”

4. Workshop scope and objectives

CEN process should consider the following aspects, some of them stated in the EC letter:

- There is currently no European standardization deliverable for COVID-related health and safety protocols for tourism services, which is not optimal for the prospect of rebuilding trust in intra-EU and international travelling.
- With the positive evolution of vaccination strategies, as well as the spring and summer tourism season approaching fast, there is an urgency to support the EU tourism industry’s preparedness to resume services in a safe and coordinated manner.
- Time is of the essence: The CEN Workshop Agreement is the fastest available deliverable as it entails a flexible and swift development process. The document is to be available by April 2021.
- The CWA concerning health and safety protocols for tourism establishments and services is expected to be made available on the internet for free for the final user.

Although the subject of the planned CWA is not at present the subject of a standard, there are bodies, standards and/or other technical rules that deal with related subjects and thus need to be taken into account - and involved or incorporated, where necessary - during this project:

- World Travel and Tourism Council (WTTC): Global protocols and stamps “Safe Travels”
- ISO TC 228 Tourism and related services: ISO PAS 5643 “Measures to prevent the spread of Covid-19 in the tourism industry” (under development)
- UNE Specification 0066:2020 (consisting of 22 Parts) Measures to prevent the spread of SARS-Cov-2 in 22 different tourism subsectors.
- Other national references to be added.

Concerning the Scope, the CWA will establish guidelines for tourist organizations to prevent the spread of coronavirus SARS-CoV-2 in order to provide safer services and products to tourists and residents. The document will apply to the whole tourism value chain, including the following subsectors:

- Accommodation, including campsites, hostels, hotels and rural accommodation.
- Catering services and restaurants
- Medical spas
- Golf courses
- Ski areas
- Yacht harbours and nautical activities
- Adventure and ecotourism
- Beaches
- Natural protected areas
- Unique public spaces
- Museums and heritage sites
- Night leisure
- Tourist bus companies, rent a car, cableway and tourism water transport
- Tourist guides
- Tourist information offices
- Tourist visits
- Travel agencies
- MICE tourism
- Theme and leisure parks (including water parks, animal parks (zoos and aquariums) and family entertainment centres.

5. Workshop programme

The estimated duration of this workshop is 7 weeks. During the Workshop lifetime, several virtual meetings are foreseen (the final number of meetings will depend on the work's evolution).

The programme to reach the CEN Workshop Agreement entails the following steps (see details in Annex A):

a) Public availability of Project Plan, open to public commenting. Any received comment will be considered at the kick-off meeting.

b) The kick-off meeting will take place virtually on 26 February 2021. The kick-off meeting will approve the Workshop Project Plan, appoint Workshop Chair and discuss the first CWA draft.

c) An internal reviewing period on CWA will be carried out to allow for inclusion of comments from Workshop participants. Participants are encouraged to actively contribute to the draft content.

d) The Workshop Secretariat will organize several virtual meetings in March for all registered participants in order to gather their feedback.

e) Due to the urgency, the public commenting phase will be skipped.

f) The chairman will check that a consensus has been reached on the final CWA draft.

g) The project will be completed by 31st March after which CEN will proceed to the final edition and publication of the CWA, by April 9th.

The language to be used during the Workshop is English. The CWA will be drafted and published in English.
6. **Workshop structure**

The Workshop will operate under the CEN/CENELEC rules for the CEN/CENELEC Workshop Agreement. A Workshop Chair, to be appointed at the kick-off meeting, will manage the Workshop.

The responsibility of the Workshop Chair is to preside at Workshop plenary meetings, to ensure the Workshop develops according to the Project Plan and to manage the consensus building process.

Under the responsibility of the Workshop Chair, the Secretariat provided by UNE will support the Workshop in all activities related to the project development and drafts preparation and circulation. The CEN Workshop Secretariat is providing the formal link to the CEN system and CCMC regarding strategic directions, problems arising, external relationships, etc. The following main activities will be carried out by the Workshop Secretariat:

- Is responsible for administrative tasks of the CEN Workshop Agreement
- Is the contact point for the CWA project,
- Makes and follows up on action lists,
- Ensures that the Workshop Agreement follows the Internal Regulations,
- Administrates the liaison with relevant CEN/TCs, if applicable.

7. **Resource requirements**

All costs related to the participation of interested parties in the Workshop’s activities have to be borne by themselves. There is no fee for registered participation in the Workshop.

UNE, acting on behalf of CEN, will provide secretariat resources to the Workshop.

8. **Related activities, liaisons, etc.**

Liaison will be established with CEN/TC 329 Tourism Services and with ISO/TC 228 Tourism and related services in order to ensure good communication and consistency in the outcomes between the European and the International level.

Other organizations to be contacted and invited to participate are: ANEC, SBS, ETC, HOTREC, ECTAA, etc.

9. **Contact points**

**Proposer:** UNE – Mrs. Natalia Ortiz de Zárate – nortiz@une.org
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<thead>
<tr>
<th><strong>Proposed Chairperson:</strong></th>
<th><strong>Secretariat:</strong></th>
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<td>Natalia Ortiz de Zárate</td>
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<tr>
<th><strong>CEN-CENELEC Management Centre</strong></th>
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<tbody>
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### Annex A: Project schedule (preliminary)

NOTE - The following project schedule is for orientation only and is to be modified as the project progresses.

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<thead>
<tr>
<th>CEN WA project</th>
<th>2021</th>
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<tbody>
<tr>
<td></td>
<td>Week 15 to 19 Feb</td>
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<tr>
<td><strong>Initiation</strong></td>
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<tr>
<td>1. Request and review</td>
<td>←</td>
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<tr>
<td>2. Project plan drawn up</td>
<td>←</td>
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<tr>
<td>3. Decision to set up the CEN Workshop</td>
<td>X</td>
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<tr>
<td><strong>Development phase</strong></td>
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<tr>
<td>4. Kick-off meeting / workshop constituted</td>
<td></td>
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<tr>
<td>5. CEN WA drawn up</td>
<td>X</td>
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<tr>
<td>6. CEN WA adopted by workshop</td>
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<tr>
<td><strong>Publication</strong></td>
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<td>7. Finalization by CEN</td>
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<td>8. Publication of CEN WA</td>
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<td>9. Availability online for free for the final user</td>
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**Milestones**

- **B**: CEN BT meeting decides to establish a CEN Workshop
- **K**: Kick-off meeting
- **M**: Virtual Project meeting
- **A**: Adoption of CWA
- **P**: Publication of CWA
- **D**: Online distribution of the CWA