

## Welcome to Navigating Tourism Crisis Recovery



Since the T-Crisis Nav ERASMUS + project began in September 2020, the project partners have been working together to better understand how the ongoing pandemic has impacted small and medium enterprises (SMEs) in Europe. The project is creating a support network and an extensive training program to prepare for future responses to problems in the tourism industry. In-depth interviews have been conducted with local SMEs on their different reactions to the current crisis. Their responses are currently being analyzed to provide a framework for the training topics the project partners will develop to enable SMEs to successfully navigate their business through future crises. These are a selection of the responses from across the participating countries.

### Interviews with local SMEs

*"The resources of even healthy companies are exhausted. Many companies will not survive the crisis. Regardless of the sub-sector and the size".* **CEO of a Travel Agency, Germany**

*"There have already been many crises – and our industry has been in upheaval before. Nobody has learned from that."* **Manager of a Travel Agency, Germany**

*"We need to adapt the booming tourism industry to the future. So that it will be sustainable into the future and will still be a fundamental part of the economy."* **Icelandic Travel Industry Association, Iceland**

*"The whole travel world and mechanisms from which people move from a to b is going to and has already been shaken up quite significantly by this."* **Tourism business, Scotland'**

*"The rupture of the production industry represents a trauma not only for entrepreneurs, but also for the entire tourism structure. In this sense, I believe that these are the most decisive aspects for a good recovery."* **Director of the international area of Barcelona Tourism, Spain**

*"We will lose businesses, we might lose businesses that we need to lose, and I think there will be a real opportunity of new business and innovation in Scotland and that real opportunity to build back greener, and more sustainable, responsible tourism".* **Tourism business, Scotland'**

*This is a volatile business, I think everyone in the tourism industry who has been for some time, they know this is a volatile industry. Those who have been in the industry for 25 to 30 years have been struggling with all sorts of fluctuations. This is just the deepest. The fluctuations are of various kinds and you just have to take them into account in the operation."* **Icelandic Travel Industry Association, Iceland**

*"Europe can be considered as a single destination, and recovery measures are global to the whole territory, both economic and vaccination, and the image of safe travel is similar among the nations".* **Head of the Area of Knowledge, Quality, and Competitiveness in Tourism General Management in Tourism, Spain**

*"Our livelihoods have been impacted, we have to sell our business, our reputation and recovery will take I would say another year. We spent a fortune on signage, sanitizer for nothing because we had to close anyway".* **Watersports Provider, Ireland**

*"Tourism is a people business, and our warm welcome and natural hospitality helps us stand out from the crowd. It is essential we take strategic steps to protect, nurture and develop our fantastic resource."* **Association of Visitor Experiences and Attractions, Ireland.**

### News



**New meeting to specify the following actions of the T-Crisis-Nav project**

This project, of which FUNIBER is part of, is an initiative of the Erasmus+ program (action KA203 "Strategic Alliances for

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**T-Crisis partners continue to complete their interviews**

The meeting was attended by the following project members: Julia Grey (The Vision Works) from Germany;

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### Project Partners



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