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Tourism and related services - Requirements and guidelines to reduce the spread of Covid-19 in the tourism industry - European visual identity

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Contents

Page

European foreword.....	3
Introduction	6
1 Scope.....	7
2 Normative references.....	7
3 Terms and definitions	7
4 Visual identity	7
4.1 General.....	7
4.2 Conditions for use of the visual identity.....	8
4.3 Visual identity	9
4.4 Property of the trademark.....	9
Annex A (informative) Example of implementation checklist on the core requirements.....	10
Annex B (informative) List of national standards and guidance documents	13
B.1 General.....	13
B.2 Austria.....	13
B.3 Bulgaria	13
B.4 Croatia.....	13
B.5 Czech Republic	14
B.6 Denmark.....	15
B.7 Finland	16
B.8 France.....	17
B.9 Germany	18
B.10 Greece.....	18
B.11 Ireland.....	19
B.12 Italy.....	19
B.13 Malta	20
B.14 Romania.....	20
B.15 Spain	20
Annex C (informative) Information on the European Tourism Covid-19 Safety Seal.....	23
Bibliography.....	24

European foreword

CWA 5643-2:2021 has been developed in accordance with the CEN-CENELEC Guide 29 “CEN/CENELEC Workshop Agreements – A rapid prototyping to standardization” and with the relevant provisions of CEN/CENELEC Internal Regulations – Part 2. It was agreed on 2021-05-07 by a Workshop of representatives of interested parties, the constitution of which was supported by CEN following the public call for participation made on 2021-01-26. However, this CEN Workshop Agreement does not necessarily reflect the views of all stakeholders.

This document is Part 2 of a set of two documents and is intended to be read in conjunction with Part 1:

- CWA 5643-1:2021, *Tourism and related services — Requirements and guidelines to reduce the spread of Covid-19 in the tourism Industry (ISO PAS 5643:2021)*
- CWA 5643-2:2021, *Tourism and related services — Requirements and guidelines to reduce the spread of Covid-19 in the tourism industry — European visual identity*

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Introduction

The EU tourism ecosystem has been one of the hardest-hit by the Covid-19 pandemic with impacts on both travel supply and demand. Decline in international tourism in 2020 and 2021, represents hundreds of billions of forfeited revenues by the European Union (EU) tourism ecosystem and millions of job losses.

The mounting evidence of the positive impact of vaccination campaigns together with the proposed use of the Digital Green Certificate will gradually restore the freedom of movement and facilitate recovery of the tourism sector in Europe. Therefore, it is imperative that support is provided to the EU tourism industry to be prepared to resume services in a safe and coordinated manner.

NOTE Additional information on the Digital Green Certificate / EU Covid-19 Certificate can be found at https://ec.europa.eu/info/live-work-travel-eu/coronavirus-response/safe-covid-19-vaccines-europeans/covid-19-digital-green-certificates_en

The tourism sector is primarily built (99,9 %) on small and medium-sized enterprises (SMEs) and micro-enterprises that have been significantly impacted by the Covid-19 crisis and require major support.

SOURCE: Commission Communication on Tourism and transport in 2020 and beyond, <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52020DC0550&from=EN>, and Communication from the Commission: Updating the 2020 New Industrial Strategy Building a stronger Single Market for Europe's recovery, [swd-annual-single-market-report-2021_en.pdf \(europa.eu\)](https://ec.europa.eu/economy_finance/swd-annual-single-market-report-2021_en.pdf)

Some European countries have put in place national or regional health and safety protocols for tourism establishments and services, which are of varying degree of granularity (see Annex B). In order to help the tourism sector to recover faster, become a more resilient industry and to rebuild trust in intra-EU and international travelling, it is now time to provide clear common and voluntary guidance at European level. In addition, the European Commission has proposed the use of a visual identity to support these aims.

In response to this request from the European Commission a two-document package is available:

- CWA 5643-1:2021 establishes requirements and recommendations for tourist organizations to prevent the spread of coronavirus SARS-CoV-2 in order to protect their employees' health from Covid-19 and to provide safer tourist services and products to tourists and residents. It applies to the whole tourism value chain, including 20 subsectors.
- CWA 5643-2:2021 will help promote Europe as a safe, Covid-proof tourism destination through a common visual identity and build confidence among intra EU and international travellers, thereby giving a competitive advantage to Europe on the global tourism market.

European tourism service providers are encouraged to implement this set of documents to ensure a common understanding across tourism sectors in European countries.

1 Scope

This document provides a visual identity to be displayed by European tourist organizations in accordance with CWA 5643-1:2021 and establishes requirements and guidance on the use of the visual identity. This document also includes informative annexes relating to implementation (checklist), references to national standards and protocols and information addressed to the user of the service offered by the tourist organizations.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

CWA 5643-1:2021, *Tourism and related services — Requirements and guidelines to reduce the spread of Covid-19 in the tourism industry (ISO/PAS 5643)*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in CWA 5643-1:2021 and the following apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- IEC Electropedia: available at <https://www.electropedia.org/>
- ISO Online browsing platform: available at <https://www.iso.org/obp>

3.10

tourist organization

provider offering tourism services and products

EXAMPLES Company, contractor, destination management organization, foundation, self-employed person, government body

Note 1 to entry: The term tourist organization applies for all 20 subsectors (i.e. accommodation, adventure tourism and ecotourism, beaches, catering services, golf services, medical and wellness spas, mice tourism, museums and heritage sites, natural protected areas, night leisure, scuba diving, ski areas, theme and leisure parks, tourist transport, tourist guides, tourist visits, tourist information offices, travel agencies, unique public spaces and yacht harbours and nautical activities).

4 Visual identity

4.1 General

A European visual identity will help to build trust within the tourism market. This visual identity is called the European Tourism Covid-19 Safety Seal and is illustrated in 4.3.

This visual identity shall be communicated, understandable and accessible to all users. The visual identity should be accompanied by a QR Code leading to a summary of the main contents covered by CWA 5643-1:2021 (see proposed text to inform users in Annex C).

CEN is not responsible for the use of this visual identity and discharges liability on the Competent Authorities of the European country.

This document cannot overrule national regulation. Countries wishing to implement the European Tourism Covid-19 Safety Seal will need to designate the Competent Authority on the basis that such