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| <b>TNI</b> | <b>Cestovný ruch a súvisiace služby<br/>Požiadavky a usmernenie na zníženie šírenia<br/>Covid-19 v cestovnom ruchu<br/>Európska vizuálna identita</b> | <b>TNI<br/>CWA 5643-2</b><br><br>95 4005 |
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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

Táto technická normalizačná informácia obsahuje anglickú verziu CWA 5643-2:2021.  
This Technical standard information includes the English version of CWA 5643-2:2021.

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**CEN****CWA 5643-2****WORKSHOP**

May 2021

**AGREEMENT**

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English version

## 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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EUROPEAN COMMITTEE FOR STANDARDIZATION  
COMITÉ EUROPÉEN DE NORMALISATION  
EUROPÄISCHES KOMITEE FÜR NORMUNG

**CEN-CENELEC Management Centre: Rue de la Science 23, B-1040 Brussels**

**CWA 5643-2:2021 (E)**

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## 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*

The final text of CWA 5643-2:2021 was provided to CEN for publication on 2021-05-12.

The following organizations and individuals developed and approved this CEN Workshop Agreement:

- Institute for Spanish Tourist Quality (ICTE), Ms. Maricruz Cádiz (CEN WS Chair)
- FEDERTURISMO, Mr. Antonio Barreca (CEN WS Vice-Chair)
- Spanish Association for Standardization, UNE, Mrs. Natalia Ortiz de Zárate (CEN WS Secretary)
- ANEC, the European consumer voice in standardization, Mrs Kerstin Jönsson
- Association Française de Normalisation (AFNOR), Mr. Florent Giraud and Mr. Grégory Berthou
- Barcelona Medical Centre, Ms. Mariángeles Tapia
- Bulgaria Ministry of Tourism, Mrs. Daniela Nenkova and Mrs. Savina Nedyalkova
- CANTUR (Regional Spanish Tourism Promotional entity), Mrs. Cristina Lopez
- China Council for the Promotion of International Trade (CCPIT), Mr. Jack Yao
- Control Union Certifications Germany GmbH, Ms. Katrin Wingert
- Croatian Ministry of Tourism and Sports, Mrs. Jelena Sobat
- Croatian Standards Institute (HZN), Mrs. Vesna Ferencak Brodaric
- Cyprus Organisation for Standardization (CYS), Mrs. Athina Panayiotou
- Cyprus Organisation for Standardization (CYS), Ms. Marilena Nicolau
- Danish Standards (DS), Mrs. Anne Holm Sjøberg and Mrs. Helle Harms
- Italian National Standards Body (UNI), Mr. Giacomo Riccio
- European Boating Industry (EBI), Mr. Philip Easthill

**CWA 5643-2:2021 (E)**

- European Federation of Campingsite Organisations and Holiday Park Associations (EFCO&HPA), Ms. Helen Charlesworth and Mrs. Linda Gedink
- European Federation of Tourist Guides Associations (FEG), Ms. Efi Kalampoukidou and Ms. Jane Pursell
- European Holiday Home Association (EHHA), Ms. Viktorija Molnar
- European Hotel Managers Association (EHMA), Mr. Palmiro Noschese
- European Textile Association (ETSA), Ms. Nelly Le Devic and Ms. Elena Lai
- Fáilte Ireland - National Tourism Development Authority, Ms. Tara Kerry
- Global Association for the attraction industry (IAAPA), Mr. Jakob Wahl
- The Hotel Technology Institute (ITH), Mr. Alvaro Carrillo
- Malta Competition and Consumer Affairs Authority (MCCA), Mr. George Cutajar
- Malta Health promotion and disease prevention, Mrs. Paula Vassallo
- Malta Tourism Authority, Ms. Daniella Azzopardi
- MRI-STaR – MR Institute for Safety, Technology and Research GmbH, Standardisation, Quality Management & Certification Service, Mr. Gregor Schaefers
- National Standards Authority of Ireland (NSAI), Ms. Anne Marie Crowley
- Parques Reunidos, Mrs. Isidora Díaz
- Portugal Ministry of Tourism, Mrs. Leonor Piçao
- Prague University of Economics and Business, Ms. Zdenka Petru
- Romanian National Standardization Body – ASRO, Ms. Alina Tomer
- Slovak Ministry of Transport and Construction, Mrs. Michaela Trojanova
- Slovak University in Banska Bystrica, Faculty of Economics, Department of Tourism, Mrs. Vanda Marakova
- Slovenia expert for tourism and tourist guide, Ms. Mateja Kregar Gliha
- Spanish National Confederation of Federations and Associations of Tourist Guides (CEFAPIT), Mr. Antonio David Frutos and Mrs. Almudena Cencerrado
- Turkey Control Union Belgelendirme ve Sertifikasyon Ltd. STI., Mrs. Tugce Tapan

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## CWA 5643-2:2021 (E)

### 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](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/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)*

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