



A new consolidated framework for the EU Tourism Policy

I-SPEED Project meeting
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Today presentation

1. Introduction
2. Legal basis and policy framework
3. New Communication on Tourism
4. Tourism unit's preparatory actions

Introduction - 1

Tourism is more than an economic activity.
It contributes to a wide range of other key EU objectives:

- sustainable development
- economic growth
- job creation
- social and regional cohesion
- protection of natural and cultural heritage
- EU citizenship
- peaceful relationships etc.

Introduction - 2

- Tourism is a cross-cutting sector
- It involves a big diversity of services and professions
- It impacts on a variety of sectors
- It is mainly dominated by SMEs
- Socio-economic importance of tourism:
 - 5% of the EU GDP
 - 5.2% of the total labour force
 - 9.7 million jobs

But with the related sectors:

- 10% of the EU GDP
- 12% of the total labour force
- 24 million jobs

Tourism and the Political- Institutional Framework



European Commission
Directorate-General for Enterprise and Industry

Strategies for a Competitive and Sustainable Tourism at EU level (1/2)

- 2001 – Communication on « Working together for the future of European Tourism »
- 2003 – Communication on « Basic orientations for the sustainability of European tourism »
- 2006 – Communication on a « renewed EU Tourism Policy »

Strategies for a Competitive and Sustainable Tourism at EU level (2/2)

- 2007 – Communication on « an agenda for a competitive and sustainable European tourism »
- 2010 – Communication on « Europe, the world's No 1 tourist destination - a new political framework for tourism in Europe »
 - A new political framework for Tourism in Europe in line with the Lisbon Treaty and the *Europe 2020* Strategy for growth and employment

Lisbon Treaty – a new competence for tourism (1/2)

- Title I, Article 6(d) TFEU

The Union shall have competence to carry out actions to support, coordinate or supplement the actions of the Member States. The areas of such action shall, at European level, be: (...) (d) tourism

- Title XXII, Article 195 TFEU

1. The Union shall complement the action of the Member States in the tourism sector, in particular by promoting the competitiveness of Union undertakings in that sector. To that end, Union action shall be aimed at:

Lisbon Treaty – a new competence for tourism (2/2)

- encouraging the creation of a **favourable environment** for the development of undertakings in this sector;
- promoting **cooperation between the Member States**, particularly by the exchange of good practice.

2. The European Parliament and the Council, acting in accordance with the ordinary legislative procedure, shall establish specific measures to complement actions within the Member States to achieve the objectives referred to in this Article, **excluding any harmonisation of the laws and regulations of the Member States.**

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EC Communication COM(2010) 352 final



European Commission
Directorate-General for Enterprise and Industry

Key principles

1. European or **multinational** dimension
2. European **added value**
3. Principles of **subsidiarity and proportionality**
4. Commitment from and involvement of **all stakeholders** of the EU Tourism Industry to cooperate and jointly ensure a successful implementation

The four axes of action

- Stimulate competitiveness in the European Tourism sector
- Promote the development of sustainable, responsible and high quality tourism
- Consolidate the image and profile of Europe as home to sustainable and high-quality destinations
- Maximise the potential of EU policies and financial instruments

Stimulate competitiveness of the European Tourism sector (1/2)

Develop a coherent strategy for **diversifying the promotion of tourist services** and capitalise on Europe's **common cultural and natural heritage**

Launch an **'ICT and tourism' platform** for stakeholders to facilitate the adaptation of the tourism sector and its businesses to market developments in new information technologies

Improve professional skills by supporting training in the tourism sector (promote opportunities offered by various EU programmes)

In the short term, support **networking of research institutes, universities**, public and private observatories, regional and national authorities and national tourism offices

Stimulate competitiveness of the European Tourism sector (2/2)

In the medium term, promote the implementation of a “**Virtual Observatory for Tourism**” to support and coordinate research activities by the various national research institutes and provide socioeconomic data on tourism at European level

Provide a voluntary tourism exchange mechanism between Member States, enabling in particular certain key groups such as young or elderly people, people with reduced mobility and low-income families to travel, particularly during the low season

Develop a voluntary online information exchange mechanism to improve the coordination of school holidays in the Member States, without prejudice to their cultural traditions

Promote the development of sustainable, responsible and high-quality tourism

Develop a **system of indicators** for a sustainable management of tourist destinations

Develop a **European “Quality Tourism” brand**, based on existing national experience, to increase consumer security and confidence in tourism products and reward rigorous efforts by tourism professionals whose aim is quality of tourism service for customer satisfaction

Propose a **charter for a sustainable and responsible tourism**

Establish or **strengthen cooperation with main emerging and Mediterranean countries** to promote sustainable and responsible tourism development models

Consolidate the image and profile of Europe as a collection of sustainable and high-quality tourist destinations

Creation of a 'Europe brand' in cooperation with the Member States to complement promotional efforts at national and regional level and enable European destinations to distinguish themselves from other international destinations

Promotion of the portal “visiteurope.com” in order to increase the attractiveness of Europe as a collection of sustainable and high-quality tourist destinations

Encourage joint promotional actions at major international events or large-scale tourism fairs and exhibitions

Maximise the potential of EU policies and financial instruments

Mainstream tourism in the different policies which have a direct or indirect impact on it

Step up coordination of the various policies concerned, with the aim of ensuring that the interests and needs of the tourism industry are fully taken into account when formulating and implementing EU policies

Promote and mobilise Union support instruments and programmes and reinforce support and coordination actions in favour of tourism

Implementation

These actions complement the policies of the Member States and aim to coordinate efforts by determining measures which provide a **real European added value**.

The success of this strategy will depend on the **commitment of all stakeholders** and on their capacity to work together to implement it:

- Priorities and implementation modes to be agreed on
- Workshops and meetings with all stakeholders
- Time horizon: 2010 – 2014
- Scope for more initiatives beyond the Communication!

Preparatory action « Sustainable tourism » Iron Curtain Trail

Objectives:

- Highlight the increasing importance of cycling tourism, its benefits and regional economic impacts
- Promote a trans-border cycle-tourism trail, which follows the former iron curtain.



http://ec.europa.eu/enterprise/sectors/tourism/iron-curtain-trail/index_en.htm

Preparatory action « CALYPSO »

Objectives:

- Encourage tourism activity during the **off-peak season**
- Facilitate the elaboration of a mechanism enabling **particular target groups** (senior citizens, young people and families facing difficult social circumstances) to go on holiday on the basis of themed programmes and accommodation offers recommended by public authorities (national, regional or local) and, if possible, during the low season



http://ec.europa.eu/enterprise/sectors/tourism/calypso/index_en.htm

Preparatory action European Destinations of Excellence “EDEN”

Objectives:

- Enhance **visibility** of the emerging, non traditional European tourist destinations of excellence
- **Award sustainable forms** of tourism
- Create a platform for the exchange of good practices at European level, **promote networking** between awarded destinations which could persuade other destinations to adopt sustainable tourism development mode

<http://ec.europa.eu/eden>



EDEN Editions

- EDEN 2007 “best emerging rural destinations”
- EDEN 2008 “tourism and local intangible heritage”
- EDEN 2009 “tourism and protected areas”
- EDEN 2010 “aquatic tourism”
- EDEN 2011 « tourism and regeneration of physical sites »

Preparatory action Launch of an ICT and Tourism Platform

Objectives:

- facilitate the adaptation of the tourism sector and its businesses to market developments in new information technologies
- create a favourable environment for the European tourism industry that stimulates and enables the uptake of ICT and e-Business technologies.

Preparatory action

Launch of an ICT and Tourism Platform

In practice:

- possible launch of a **large-scale pilot action** to help SMEs participate in the global digital supply chain and become fully integrated international business partners (ongoing similar actions: textile, transport, automotive sectors)
- harmonise business processes, data exchange architectures and standards, for the Tourism sector, at European or international level.

Preparatory action

Virtual Observatory for Tourism

- Objective: **support and coordinate** research activities by the various national research institutes and provide socioeconomic data on tourism at European level
- In practice: launch of a **feasibility study** leading to the creation of a state-of-the-art observatory which should become a central source of information for policy makers, tourism stakeholders, researchers, etc in need of reliable information, analysis of the performance and trends of the sector.

Preparatory action

Improving professional skills

- Objective: **Improve professional skills** by supporting training in the tourism sector in order to facilitate adaptation of the workers to new technologies and new market expectations

Preparatory action

Improving professional skills

In practice:

- **link-up with and promote** opportunities offered by other policies and programmes (eg. New skills for new jobs, Leonardo, Erasmus, etc)
- draft a **Tourism Competences Framework** in close cooperation with the sector: mapping needs and requirements, check available solutions, close the gaps through policy recommendations

Foreseen major Tourism events

- **12-13 May 2011**- High level Conference in Budapest, Hungary (Presidency event).
- **27 September 2011** – European Tourism Day in Brussels organised by the Commission. EDEN 2011 Awards ceremony.
- **5-7 October 2011** – European Tourism Forum in Krakow, Poland (Presidency event).

Thank you

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