



The EU current and future framework for Tourism Policy development

Dubrovnik 2012

Mathieu Hoeberigs
Principal administrator



Tourism and the Political-Institutional Framework

10/18/2012



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 »

10/18/2012



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

10/18/2012



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:

10/18/2012



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.

10/18/2012



A new consolidated framework for the EU Tourism Policy

EC Communication COM(2010) 352 final

10/18/2012



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

10/18/2012



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

10/18/2012



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

10/18/2012



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

10/18/2012



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

10/18/2012



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

10/18/2012



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

10/18/2012



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!

10/18/2012



Thank you

EC Tourism website:

<http://ec.europa.eu/enterprise/tourism/>

10/18/2012