



# Croatian Tourism Days

**Economic and social impact of Tourism  
and a new consolidated framework for  
the EU Tourism Policy**

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Enterprise and Industry

# Issues:

- Economic and Social Impact of tourism in Europe
- Challenges and Opportunities
- The EC's main preparatory actions
- Lisbon Treaty – a new competence for the EU
- New consolidated framework for the EU Tourism Policy, Communication (COM (2010) 352)

# Introduction

Tourism is a cross-cutting sector and more than an economic activity.

It contributes to a wide range of key EU objectives:

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

# The dimension of the EU in the “tourism” world

- First destination in the world with about 42% of total international tourist arrivals

but also

- Important source of tourists and especially of revenues for other countries (94.2 billion € spent by Europeans outside Europe in 2007)

# The Tourism Industry in the EU:

- a growing economic impact
  - the 3rd largest economic activity (after Distribution and Construction),
  - one of the activities with most significant potential to generate future growth and employment
1. 1,8 million enterprises (primarily SMEs)
  2. 5,2% of total workforce (9.7 million jobs, with a significant proportion of young people and women)
  3. 5% of EU GDP
  4. **indirectly** tourism generates 10% of EU GDP and provides 12% of all jobs

# Main Challenges and Opportunities

- The financial and economic crisis
- Globalisation
- Demography
- Climate change
- Information and communication technologies
- Seasonality
- Increasing competition from emerging markets

# Key challenges for the sustainability of European tourism

- Reducing the **seasonality of demand**
- Addressing the impact of **tourism transport**
- Improving the **quality of tourism jobs**
- Maintaining and enhancing European Union's prosperity and quality of life, in the face of change
- Minimising resource use and production of waste
- Preserving & giving value to **natural/cultural heritage**
- Making **holidays available to all**

# 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](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
- Elaborate a mechanism enabling particular target groups (senior citizens, young people, disabled citizens and families facing difficult social circumstances) to go on holiday



[http://ec.europa.eu/enterprise/sectors/tourism/calypso/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/calypso/index_en.htm)

# Preparatory action

## European Destinations of Excellence “EDEN”



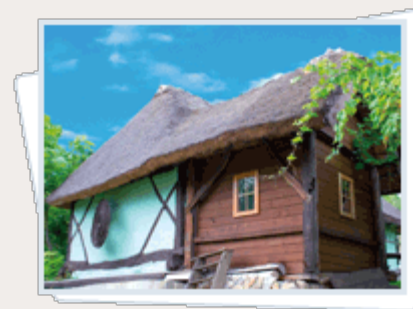
### Objectives:

- Enhance visibility of the emerging 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>

# European Destinations of Excellence in Croatia

- EDEN 2007: “best emerging rural destinations”
- Sveti Martin na Muri [www.svetimartin.hr](http://www.svetimartin.hr)



- EDEN 2008: “tourism and local intangible heritage”
- Đurđevac [www.tz-djurdjevac.hr](http://www.tz-djurdjevac.hr)



# European Destinations of Excellence in Croatia

- EDEN 2009: “tourism and protected areas”
- The Northern Velebit National Park [www.np-sjeverni-velebit.hr](http://www.np-sjeverni-velebit.hr)



- EDEN 2010: “aquatic tourism”
- Nin [www.nin.hr](http://www.nin.hr)



# Lisbon Treaty - a new competence for tourism

## 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:

- **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.

# Lisbon Treaty- a new competence for tourism

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.**

## Political framework given through several communications (*non-binding acts*) launched by the EC:

- 2001 - Working together for the future of European tourism COM(2001) 665 final
- 2003 - Basic orientations for the sustainability of European tourism COM(2003) 716 final
- 2006 - A renewed tourism EU policy: towards a stronger partnership for European Tourism COM(2006) 134 final
- 2007 - Agenda for a sustainable and competitive European Tourism COM(2007) 621 final
- **2010 - Europe, the world's No 1 tourist destination - a new political framework for tourism in Europe COM(2010) 352 final**

# EC Communication COM(2010) 352 final “Europe, the world’s no 1 tourist destination - a new political framework for tourism in Europe”

## The 4 axes of actions:

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



# 1. Stimulate competitiveness in 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

# 1. Stimulate competitiveness in 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

## 2. 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

### 3. 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

## 4. 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

# Conclusions

- Taking account of the EU's new competence in the field of tourism, the Communication COM(2010) 352 defines ambitious framework for **making European tourism a competitive, modern, sustainable and responsible industry**. 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.

# Thank you



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**Tourism Unit website:**

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