



EU Tourism Policy – Main European Commission initiatives in 2012

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In brief

- Tourism and the Lisbon Treaty
- The new consolidated framework for the EU Tourism policy
- Actions foreseen for 2012 and beyond
- Tourism Events 2012

Tourism and the Lisbon Treaty



Lisbon Treaty –‘legal’ framework for EU actions in 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 –‘legal’ framework for EU actions in 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.**

The new consolidated framework for the EU Tourism policy



The 2010 Communication on Tourism COM(2010) 352 final

- **Objectives:**

Set a new consolidated framework for the EU Tourism policy actions so as to make European tourism competitive, modern, sustainable and responsible

- **Key principles:**

European or multinational dimension

European added value

Principles of subsidiarity and proportionality

Commitment from and involvement of all stakeholders of the EU tourism industry to cooperate and jointly ensure a successful implementation

Four axes for EU action in tourism

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

An ambitious set of tourism actions



Implementation of proposed actions

- The actions proposed should complement the policies of the Member States and aim to coordinate efforts by putting in place measures which provide a **real European added value**.
- The success of the proposed actions' implementation will depend on the **commitment of all stakeholders** and on their capacity to work together to implement it.
- Therefore:
Priorities and implementation modes will be streamlined step by step, taking into account feedback from MS and tourism industry and, wherever necessary, by organisation of workshops and meetings with all stakeholders

Actions foreseen for 2012 and beyond



1. Diversification of transnational tourism offer
2. Information society tools and tourism
3. Socio-economic tourism knowledge base
4. Extending the tourist high-season
5. Mobility of workers in tourism
6. Accessibility in tourism
7. Quality in tourism
8. Tourism destinations

1. Diversification of the transnational thematic tourism offer

- 2 calls for proposals for the creation, development, strengthening and visibility of transnational thematic tourism products
- Joint activities with the European Travel Commission for the promotion of transnational thematic tourism products
- Joint activities with the Council of Europe on Cultural Itineraries

2. Information society tools and tourism – the ICT and Tourism initiative (1)

- The initiative will consist of **3 pillars**:
 - Policy component – high-level expert group
 - Technological component – demonstration project
 - Operational component – website portal
- **Objectives**:
 - Create a one-step access point (website portal) for EU tourism businesses providing useful information, demonstration of business tools, best practices
 - Help enterprises (micro and SMEs) to gain equal access to the online market through the integration of adequate (ICT) solutions and tools into their businesses

2. Information society tools and tourism – the ICT and Tourism initiative (2)

- Demonstration project on “Stimulating ICT innovation for SMEs in the tourism sector” to be completed – implementation 2012-2014
- Meetings of the high-level expert group - 2012
- Call for tender for the development of the Tourism and ICT Portal - 2012

3. Socio-economic tourism knowledge base

- **Eurobarometer survey** on tourism demand prospects – 1st quarter 2012
- Collaboration with **OECD** on the publication "Tourism Trends and Policies 2012"
- Foreseen collaboration with **UNWTO**
- Preparation for the establishment of the **European Virtual Tourism Observatory:**
 - Feasibility study (already started in Dec. 2011)
 - Contract for the website that will host the Observatory - 2012

4. Extending the tourist high-season

- **CALYPSO initiative**
 - New call for proposals for creation/strengthening of CALYPSO structures dealing with low-season tourism exchanges
 - Implementation of the successful project awarded following the call for proposals of 2011
- **“50.000 tourists” pilot initiative**
 - Awareness-raising and visibility events
 - Greece will join the initiative on 25 January 2012
 - Start in October 2012 with the exchanges from Latin America towards Europe

5. Mobility of workers in tourism

- Integration of **targeted sections in EURES** (European Job Mobility portal) for different tourism sub-sectors to facilitate a better match of offer and demand on the labour market (call for tender in 2012)
- Development of a **Tourism Skills Competence Framework**

6. Accessibility in tourism

- Preparatory action to be launched in 2012 on “tourism accessibility for all” – implementation in 2012 foreseen via:
 - 3 calls for tenders for study contracts regarding the demand and supply of accessible tourism as well as skills and training needs
 - Call for proposals aiming to reward efforts and excellence in accessible tourism
 - Awareness-raising activities to promote accessibility in tourism

7. Quality in tourism – the European Tourism Quality Label

- **Objective of the European Tourism Quality Label initiative**

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

→ Voluntary umbrella label assessing and recognizing existing quality schemes

- **Commission proposal in 2012**

8. Tourism destinations

- **European Destinations of Excellence Award – EDEN 2012 under the topic “tourism and accessibility”**
- **Indicators for a sustainable management of indicators**
- **Promotion activities with regard to Europe and its destinations**

Tourism Events 2012



Major Tourism events foreseen

- **25 January, Brussels** – Conference on the European Tourism Quality Label
- **7-10 June, Pavia, Italy** – Carrefours d'Europe, mini fair on Cultural Routes
- **27 September, Brussels** – European Tourism Day
- **25-26 October, Cyprus** – European Tourism Forum (CY Presidency event)

Thank you!

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