



The EU tourism policy and actions to enhance sustainable tourism

8th European Charter in Protected Areas Network Meeting and Charter Awards 2013
Brussels, 6th November 2013

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Facts & figures on EU Tourism

- > the 3rd largest economic activity in the EU (after Distribution and Construction)
- > involving a big diversity of services and professions,
- > dominated by SMEs
- > relatively resilient sector despite uncertain economic outlook

> socio-economic importance of tourism:

- 5% of the EU GDP
- 5.2% of the total labour force (9.7 million jobs)

but with other related sectors:

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

Europe N° 1 tourist destination in the world taking into account the number of international tourist arrivals

Thanks to great:

- cultural and historical heritage
- natural assets
- diversity of sceneries
- quality services
- good connectivity

Among the top 10 countries visited:
France, Spain, Italy, Germany and UK.



The EU competences in the field of tourism

- Member States and their regions have full competence in implementing their respective tourism policies.
- **EU competence** (after the Lisbon Treaty art. 195) is to :
Complement, support and coordinate the action of the Member States in the tourism sector

How? By:

- **Encouraging the creation of a favorable environment** for the development of undertakings
- **Promoting cooperation** between the Member States, particularly by the exchange of good practice
- **No harmonization** of the laws and regulations of the Member States





The main objectives of the EU tourism policy

To facilitate the responsible competitiveness of the EU tourism sector, the sustainable growth and job creation of the tourism activity in the EU and if possibly globally in order to provide to the EU and third countries tourists high quality, best value for money, safe, innovative, sustainable and accessible tourism products/experience.

Actions in line with the **Europe 2020 strategy** and its flagships initiatives:

- **Smart growth:** Innovation Union
- **Sustainable growth:** Resource Efficient Europe
- **Inclusive growth:** Agenda for New Skills and Jobs - European Platform against Poverty

The EU tourism actions focused around following main axes:

- 1) Stimulating competitiveness** in the European Tourism sector (consolidating knowledge, ICT uptake, professional skills, improve EU tourism supply)
- 2) Promoting the development of a sustainable, responsible, and high quality tourism**
- 3) Consolidating image and profile of Europe -** improving/diversifying supply and enhancing quality of services. (Communication Campaign "Europe –whenever you're ready")
- 4) Maximising the potential of EU policies and financial instruments** for developing tourism

Key challenges for the sustainability of EU tourism

1. Reducing the seasonality of demand
2. Addressing the impact of tourism transport
3. Improving the quality of tourism jobs
4. Maintaining and enhancing community prosperity and quality of life, in the face of change
5. Minimizing resource use and production of waste
6. Conserving & giving value to natural/cultural heritage
7. Making holidays available to all
8. Tourism as a tool in global sustainable development

European Destinations of Excellence "EDEN"

This European quest for excellence in tourism, developed around an annual theme (leitmotif):

- 2007 – rural tourism** **2008 – local intangible heritage**
2009 – protected areas **2010 – aquatic tourism**
2011 – tourism and regeneration of physical sites
2013 – accessible tourism

Objectives:

- Enhancing visibility of **the emerging, non-traditional European tourist destinations** of excellence
- Rewarding sustainable forms of tourism (**commitment to social, cultural and environmental sustainability**)
- promoting **networking between awarded destinations** persuade other destinations to adopt sustainable tourism development modes

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



European Destinations of Excellence “EDEN”

> 100 destinations awarded in Europe so far + 19 new destinations as from 11th November 2013

> **EDEN Network** - a platform for the exchange of good practices at European level between awarded destinations but also with the aim to persuade other destinations to adopt sustainable tourism development practice.

Main benefits for destinations: visibility, tourism flows, networking



"Sustainable transnational thematic tourism products"

EU supports development and promotion of **sustainable transnational thematic products**

(e.g. transnational cycle or hiking routes like: "EuroVelo" Network of long distance cycle routes, Greenways, itineraries based on nature, rural, gastronomic, pilgrims tourism, as well as cultural or industrial heritage tourism routes passing by several European countries (**European Cultural Routes, ...**))

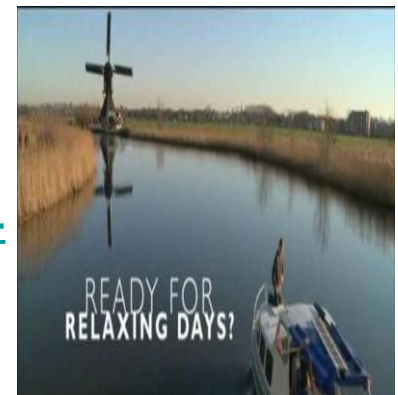


Other EU actions aiming at enhancing sustainable tourism development:

- **European Charter for a sustainable and responsible tourism** to encourage sustainable/responsible practices
- **European Tourism Indicator System (ETIS)** for Sustainable Management of Tourist Destinations

Launched in February 2013, together with a practical step by step Toolkit (guidelines)

http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/index_en.htm



European Tourism Indicator System (ETIS) for sustainable destinations

- ETIS comprises 27 core and 40 optional indicators grouped into the sections:
 - Destinations management,
 - Economic value,
 - Social and Cultural Impact,
 - Environmental Impact
- Designed as locally owned and led process for monitoring, managing and enhancing the sustainability
- Tracking destination's performance and influence adequate policies – enable on-going development and continuous improvement.
- Simple to use/flexible/suitable for any destination
- Testing phase on-going with participation of 100 destinations.

Tourism Budget under COSME (2014-2020)

- Budget foreseen for 7 years: 109.9 million EUR (2014: 8.7 million EUR)
- Co-funding via calls for proposals, but no investments in infrastructure
- Trans-national dimension / European added-value

A Guide to EU Funding Programmes for Tourism Stakeholders (September 2012)

http://ec.europa.eu/enterprise/newsroom/cf/_getdocument.cfm?doc_id=7652

Upcoming EU tourism event:

European Tourism Day, Brussels, 4th December "Accessible Europe"

http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=7052&lang=en&title=Accessible%2Dtourism%2Din%2DEurope

Cooperation

To ensure favourable conditions for tourism to **grow in a competitive, sustainable and responsible** manner, the Commission is working closely with a large range of tourism stakeholders:

EU Institutions, Member states, regions, destinations, industry, associations, networks, international organisations (UNWTO, UNEP, OECD...)etc.

Cooperation between the EU and the main emerging countries (China, Brazil, Russia), **Mediterranean countries** (Egypt, Morocco, Tunisia) by establishing dialog in view of exchange of best practices/reinforce cooperation in sustainable tourism.

Contact details

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

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*Thank you for
your attention*