European Tourism Policy Network coordination
Line of actions

DGENTR

Unit E1 – Tourism Policy

Brussels, JUNE 2013

Facts & figures on tourism

> a cross-cutting sector

> involves a big diversity of services and professions

> 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 Contribution to the Europe 2020 Strategy for Growth and Jobs

Tourism has a vast impact on the EU efforts to support growth and job creation

> 3rd largest socio-economic sector

> resilient to financial and economic uncertainty

> provides a great possibility for employment in the EU, especially for young people

> key to fostering territorial cohesion within the EU, particularly in terms of encouraging the economic and social integration

> can help regional and local authorities tackle the challenges linked to industrial, suburban and rural decline

> can represent a concrete way to reshape and bring new life to areas experiencing social exclusion, immigration, urban sprawl

The challenges of European tourism

Increasing competition vis-à-vis new, emerging destinations,

Insufficient socio-economic data,

Economic, social and environmental sustainability of tourism,

Seasonality of demand and quality of tourism jobs ,

Diversification of the tourism offer,

Making holidays available to all,

Lack of transparency and coherence in quality evaluation of tourism services,

Cooperation in promotional efforts at EU level,

Lack of visual identity,

Coordination of policies,

Mobilising financial instruments.

Legal basis
Tourism in the Lisbon Treaty

- Article **6 of TFEU**: the Union shall have competence to carry out actions to **support, coordinate** or **supplement** the actions of the Member States, in various areas, one of which is tourism

- Article **195 of TFEU:** in Tourism the EU can complement Member States' actions to promote competitiveness by
  - ➤ encouraging the creation of favourable environment
  - ➤ promoting cooperation between Member states, particularly in exchanging good practices

Tourism Policy

The Commission's 2010 Communication "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe" (COM 2010 (352)final)

Implementation along 4 axes for action:

- Stimulate competitiveness in the European tourism sector (*smart growth*)

- Promote the development of sustainable, responsible and high quality tourism (*sustainable and inclusive growth*)

- Consolidate the image and profile of Europe as home to sustainable and high-quality destinations (*smart growth*)

- Maximise the potential of EU policies and financial instruments (*smart growth*)

EDEN

> Implemented since 2007 to promote sustainable tourism and development models of small emerging destinations across the EU.

> Based on national **competitions** that take place every year and result in the selection of a tourist "**destination of excellence**" for each participating country.

➢Currently more than 100 EDEN destinations

➢ 2013 topic **for the selection of the EDEN destination: accessible tourism**

> **EDEN network -** composed of 100 destinations and can grow till 200 with the runners up

Diversification of tourism offer

To capitalize on Europe's **common cultural and natural heritage.**

>"European Cultural Routes" - cooperation with the Council of Europe

> Supporting the creation of new transnational products and their promotion

Regular calls for proposals

European Tourism System of Indicators for Sustainable management at destination level

A set of sustainability indicators, which help to **implement and monitor the sustainability** performance of destinations.

- Study on the feasibility of the system launched January 2012. Contractor: University of Surrey - UK
  - *10 Pilot destinations around Europe already tested in September and October '12*
  - *Recommendations will be delivered to the stakeholders*

The result of the study should help define the final set of indicators, to be used as a toolkit, which will be presented in Brussels at the conference on 22nd February 2013**.**

The ICT and Tourism initiative

Improving the **competitiveness and efficiency of the tourism industry (especially SMEs) through the use and promotion of new ICT technologies**.

3 pillars:

- Policy component (High Level Group)
- Technological component (ICT platform)
- Operational component (Tourism support business portal)

Skills

Better skills for a more competitive industry, by:

- **Creating a "hospitality" section in EURES** (EU Job Mobility Portal) (<u>short term</u>);
- Mainstreaming **tourism skills in other EU policies** (e.g. employment, regional development etc…) (<u>medium term</u>) ;
- **Tourism Skills Competence Framework** (<u>long term</u>) to bridge training and competence gaps.

Cross-cutting measures

- Virtual Tourism Observatory
- Tourism Accessibility
- European Charter For Sustainable and Responsible Tourism
- Network coordination (ENRD,EEN,NECStour, ERRIN)

Coordination Meeting of European Networks Active in the Field of Tourism

THE ENTERPRISE EUROPE NETWORK: OVERALL MISSION AND SECTORAL ACTIVITIES

GIOVANNA D'ADDAMIO
Executive Agency for Competitiveness and Innovation

Who are we?

600 *business and innovation support organisations in* *51 countries*

Chambers of Commerce, Technology Transfer Offices, Universities, Research Institutions, Development Agencies, etc.

Integrated *innovation, research and business cooperation* *support*

Enterprise Europe Network

Launched in 2008

Central pillar of the Competitiveness and Innovation Programme (CIP)

Focuses on Small and Medium Enterprises (SMEs)

Helps implement Europe 2020 strategy:

- **Shares priorities of Innovation Union and Entrepreneurship flagship initiatives**

To be continued: COSME & Horizon2020

Services Offered to SMEs

Targeted Matchmaking

- **Business Cooperation / Technology Transfer: Requests & Offers**
- **Partnership Search for Research Projects**
- **Brokerage Events & Company missions**

Tailor-made Assistance

- **Capacity building & assessment**
- **Advice throughout entire partnership process**
- **IPR advice (cooperation with IPR Helpdesk)**
- **Negotiation assistance**

Sectoral Approach

17 active Sector Groups:

Fora to discuss, plan and implement activities with a Europe-wide relevance for companies;

Established by the European Commission;

Formed by Network partners working together on a voluntary basis;

Chaired by Network staff;

Supported by EACI staff members.

Goal: meeting the specific needs of businesses in particular sectors;

Internal organisation of activities according to the bottom-up approach;

Broad range of tasks, e.g. organisation of brokerage events, company missions, training sessions, participation in public consultations, publication of profiles catalogues, etc.

Sector Groups

Agrofood

Automotive, Transport and Logistics

Biotech, Pharma and Cosmetics

Chemicals

Creative Industries

Environment

Healthcare

ICT Industry & Services

Intelligent Energy

Maritime Industry and Services

- Materials
- Nano- and Microtechnologies
- Services and Retail
- Space and Aerospace
- Sustainable Construction
- Textile & Fashion

→ **Tourism and Cultural Heritage**

http://een.ec.europa.eu/about/sector-groups

Sector Group
Tourism & Cultural Heritage

34 members *from* 14 countries

Mission:

- *promoting innovation within tourism through support to the EU renewed policy on tourism and fostering the sustainable use of natural and cultural heritage resources.*

- *supporting business cooperation and long-term partnerships among EU tourism SMEs.*

Sample Activities:

- *brokerage events, e.g. Fitur - Madrid, Belgrade Tourism Fair, BTO Florence;*

- *contribution to policy making, e.g. ETQ, and to the creation of tools to boost competitiveness, e.g. VTO;*

- *joint participation in call for proposals;*

- *benchmarking.*