



Framework for a new Tourism Policy

.. in the European Union

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The dimension of tourism in the EU

● The dimension of tourism in the EU

Tourism supply:

€586 billion total turnover = 5% of GDP (indirectly 10% of GDP)

1.8 millions of enterprises

9.7 millions of employees = 5.2% of total employment in the EU
(indirectly 12%)

Tourism demand:

380 million international tourist arrivals, i.e. 42 % of total

70 % intra-European arrivals

In addition: strong domestic tourism market

● The European Union and tourism

Lisbon treaty (1 December 2009)

- » New competence of the EU in the tourism area: support, coordinate and supplement the actions of the Member States

- **Political framework** given through several communications (*non-binding acts*) published by the European Commission in the last years

- » 2001 Working together for the future of European tourism
- » 2003 Basic orientations for the sustainability of European tourism
- » 2006 A renewed EU Tourism Policy: Towards a stronger partnership for European Tourism
- » 2007 Agenda for a sustainable and competitive European tourism
- » to follow soon: the new framework for an EU Tourism Policy

● Initiatives launched

EXCHANGE OF GOOD PRACTICES - NETWORKING

- » Preparatory actions (*EDEN European Destinations of Excellence, CALYPSO, Sustainable Tourism*)
- » Networks of sustainable regions and destinations (e.g. *NECSTouR, EDEN Network, Knowledge Networks*)

● **Emphasis on regions**

Baltic Sea Strategy

- Danube Strategy (in preparation)
- NECSTouR
- EDEN European Destinations of Excellence
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● EU Tourism Policy under the Lisbon Treaty

- Stimulate the **competitiveness of the tourism sector** in Europe
- Strengthen the development of a **sustainable tourism** in Europe
- Enhance **Europe's** image and its perception as a tourist destination well known for its **diversity, excellent quality and sustainability of its destinations**

● On the road... from words to actions

Provide “**oxygen**” to the tourism industry

- Promote **sustainable forms and**
- **sustainable management of tourism**
- Encourage tourism flows **off-season**
- Promote “**EU Tourism**” to complement
- promotional efforts in MS and regions
- Create an “**EU Tourism observatory**”
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● Conclusions



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