



EU Tourism Policy

Challenges and Opportunities

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Tourism (1): Facts & Figures on EU Tourism

- Cross-cutting sector, **3rd largest economic activity in the EU**
- Big diversity of services and professions
- 3.4 million enterprises (mainly dominated by SMEs)
- Economic importance of tourism taking into account related sectors:
 - 9% of EU GDP
 - 15.2 million jobs
- **EU = N° 1 tourist destination in the world** with 433 million international tourist arrivals in 2013 (intra EU and non-EU)





Tourism (2): EU Tourism Policy Framework

- "3rd level" EU competence for Tourism (Arts. 6 and 195 TFEU):
Complement, support and coordinate actions of MS in the tourism sector (like for Industry, Culture, Education, Health,...)
- Harmonization of laws and regulations of MS is NOT ALLOWED
- Main objective: *make European Tourism Industry more competitive and responsibly managed, and the European destinations more attractive and sustainable*





Tourism (3): Communication of June 2010

Our challenges and opportunities:

- 1) Maximising the potential of EU policies and funding opportunities** for tourism: review of Schengen Visa Code, of Package Travel Directive, EU Funding Opportunities Guide,...
- 2) Increasing tourism flows** within the EU (mainly in low-medium season: seniors, youth) and from 3rd countries
- 3) Diversifying European tourism offer** (cultural, industrial, ecological, wellness, gastronomy, cycling tourism,...)
- 4) Improving Quality/Innovation in EU tourism services:** digitalisation, skills, accessibility, responsible management, ...
- 5) Promoting Europe as Tourist Destination in 3rd countries** (cooperation with ETC and NTOs): towards a "Destination Europe" brand





Tourism (4): Main future challenges

- Streamline EU, national, regional and local **regulatory and administrative framework** affecting tourism
- Implement **Tourism Budget** in COSME
- Promote **digitalisation and innovation** in EU Tourism businesses and public administrations (NTOs, DMOs,...)
- Design and promote a new **Destination Europe** brand with MS and EU Tourism Value Chain Industries
- Improve Political recognition and set up more effective **"governance" frameworks** of Tourism Policy



Tourism (4): Tourism and EU Funds

- COSME Budget (2014-2020): around 105 million € (9 million € in 2014)
 - No investments in infrastructure
 - Co-financing of projects with transnational dimension and European added-value
- Tourism investments potentially eligible within 6-7 ESIF thematic objectives for 2014-2020 and in other EU Funds (Horizon 2020, LIFE, Creative Europe,...)



Tourism (5): Ongoing projects & funding opportunities (DG ENTR)

- **Low season initiative**
- Accessible tourism
- Cultural tourism
- Transnational sustainable tourism products
- **Synergies creative industries and tourism**
- EDEN



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Are you ready for Europe?



Thank you!

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- http://www.youtube.com/watch?v=NYX2Av1i_S4