

Tourism

EUROPE, THE WORLD'S NO 1 TOURIST DESTINATION - A NEW TOURISM FRAMEWORK

Communication from the Commission ([COM\(2010\) 352 final](#)) on Europe, the world's number 1 tourist destination - a new political framework for tourism in Europe

Objectives

The communication presents four main objectives: to stimulate competitiveness in the tourism sector, to promote sustainability, to consolidate the image of Europe as a high-quality destination and to maximize the potential of EU financial policies and instruments.

Relevance for the hospitality industry

The Commission Communication is of interest to the hospitality industry as it proposes actions to implement a solid tourism policy in Europe.

State of progress

The Communication was issued in June 2010.

The European Parliament adopted its non-legislative resolution on 27 September 2011.

Content

The framework foresees a total of 21 actions for the accomplishment of the above mentioned objectives.

To stimulate *competitiveness* the Commission envisages, amongst others:

- promoting the diversification of the supply of tourist services (which could include the creation of new labels, such as European Heritage Days);
- developing innovation in the tourism industry (which should pass through an extended use of Information and Communication Technologies - ICT's);
- improving professional skills (through programmes such as Erasmus, Leonardo)
- encouragement of an extension of the tourist season;
- consolidating the socioeconomic knowledge base for tourism (for instance, by measuring consumer's satisfaction with various tourism services).

Furthermore, to boost *sustainability* in the tourism sector, the Commission proposes:

- to develop a system of indicators for the sustainable management of destinations;
- to organise awareness-raising campaigns for European tourists;
- to develop an European "Quality" brand;
- to strengthen the cooperation with the Mediterranean and the main emerging countries on how to develop a responsible tourism etc.

To consolidate the image of Europe as a *high-quality destination*, the framework suggests:

- creating a true "Europe brand" in cooperation with Member States;

- promoting the visiteurope.com website;
- encouraging joint promotional actions at international events, fairs and exhibitions and
- enhancing the EU participation in international organizations related to tourism, such as the UNWTO.

In order to increase the potential of *EU financial policies and instruments*, the framework plan envisages, as well, a better integration of tourism into its various policies, due to its horizontal nature.

HOTREC position

HOTREC welcomed the Commission Communication and it considers that an important step towards the creation of a true tourism policy at EU level has been given.

To know more about HOTREC's position regarding each one of the actions proposed by the Commission, please have a look into the following document: "[HOTREC response on the Commission Communication on Tourism](#)".

Official references

Communication from the Commission ([COM\(2010\) 352 final](#)) on "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe"

[Council Conclusions](#) a new political framework for tourism in Europe – Competitiveness Council, 12 October 2010

European Parliament [non-legislative resolution](#) (T7-0407/2011) of 27 September 2011 on Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe

See also:

Communication from the Commission ([COM\(2007\) 0621 final](#)) on an Agenda for a sustainable and competitive European tourism

[Council Conclusions](#) – "Agenda for a sustainable and competitive European tourism. Competitiveness Council press release, pages 21-23. Brussels 22 & 23 November 2007

Own-initiative report by the European Parliament ([T6-0575/2007](#)) on a renewed EU Tourism Policy: Towards a stronger partnership for European Tourism.

DG Enterprise Tourism Unit: [Study on the Competitiveness of the EU Tourism Industry](#). September 2009