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**MEETING DOCUMENT**

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From:	General Secretariat of the Council
To:	Working Party on Competitiveness and Growth (Tourism)
Subject:	EU tourism policy priorities and actions 2014-2019: Supporting Tourism in the European Union: Working Towards Sustainability, Competitiveness and Growth- Powerpoint presentation (Compcro WP 06.03.2019)

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# ***EU tourism policy priorities and actions 2014-2019***

**Supporting Tourism in the European Union:  
Working Towards Sustainability, Competitiveness and  
Growth**

**COMPCRO Working Party meeting on the  
draft Council Conclusions on tourism  
6 March 2019**



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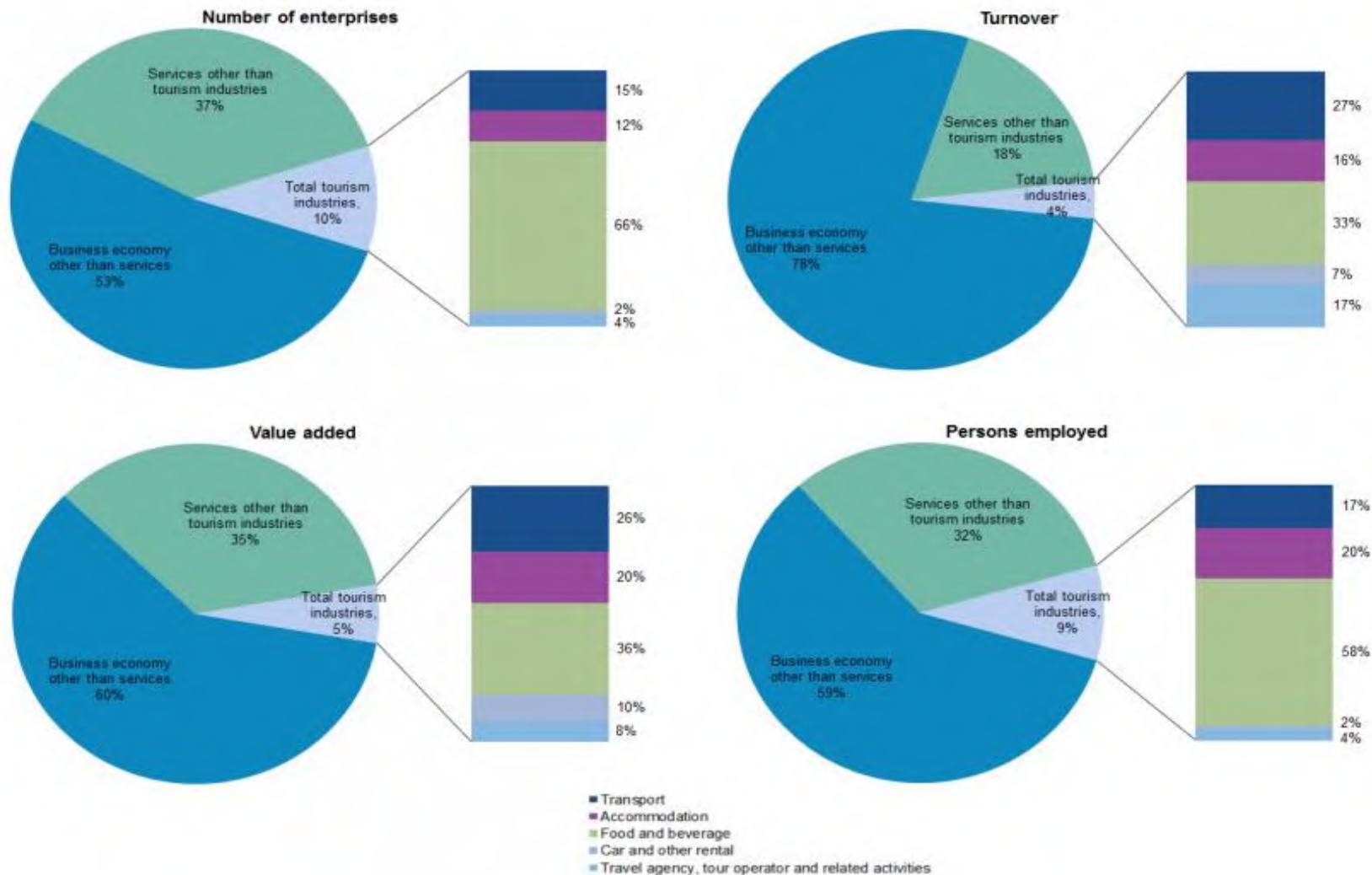
# HOW MONEY TRAVELS



# EU tourism - Facts and Figures

- **One of the most resilient economic sectors > 8<sup>th</sup> consecutive year of growth**
- **10 % EU GDP**
- **27 million jobs = 11% of total EU employment**
- ***High share of female and young employment***
- **2.2 million enterprises > 90% are SMEs**
- **International tourism generated €350 billion in 2018**
- **The sector attracted €132 billion in capital investment**

# Tourism industries - economic analysis



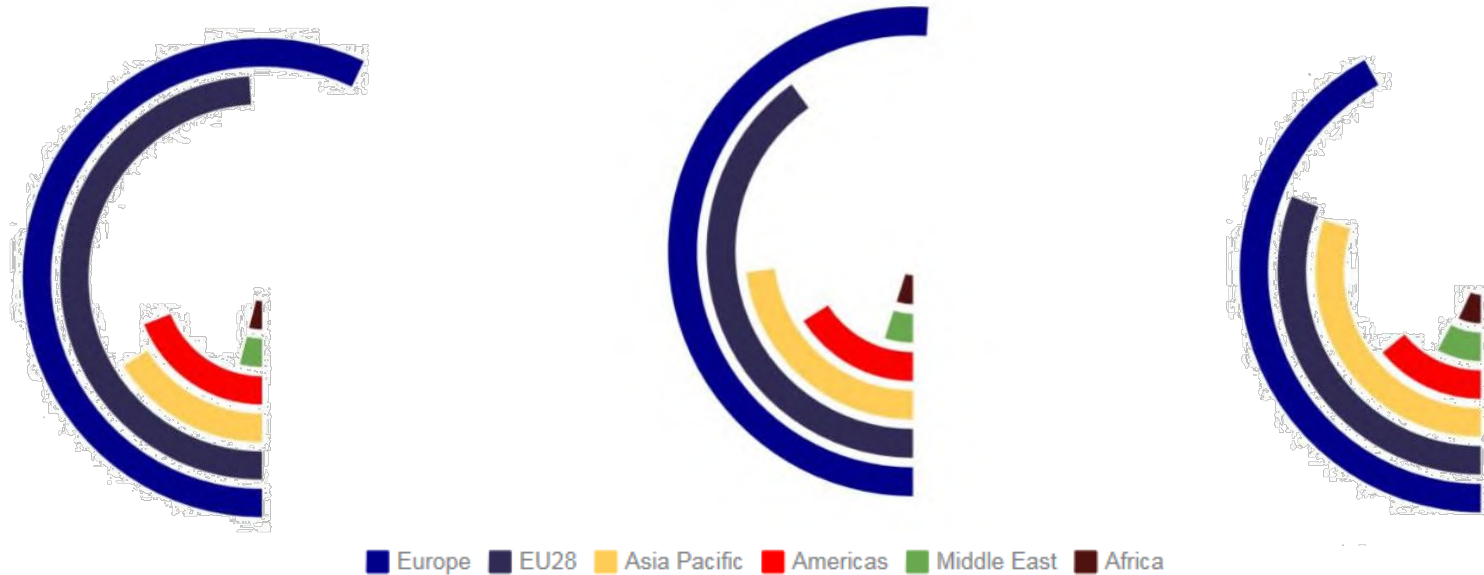
## 562 million international arrivals in 2018 (+4% on 2017)

2000

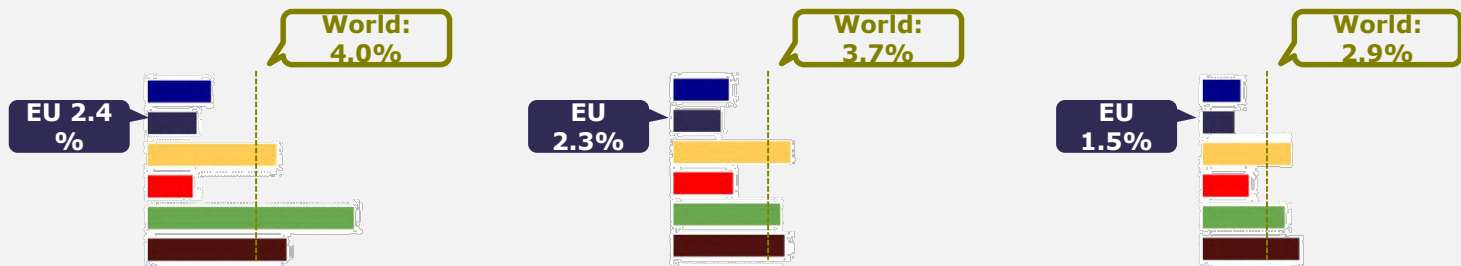
2014

2030

International tourist arrivals  
(share)



AAG %





# Mainstreaming tourism

**Integrated approach across EU policy areas**

**Single market**

**Digital single market**

**Industrial policy**

**Cohesion policy**

**Consumer protection**

**Transport/energy**

**Visa**

**Taxation**



# EU Tourism Policy legal and policy framework

## **Art. 195 EUTF**

**Complement, support  
and coordinate** action  
of the Member States  
No harmonisation

Create a **favorable environment** for  
the development of businesses  
Promote **cooperation between MS** and  
exchange of good practice

Tourism Advisory  
Committee – MS (since  
1986)  
Transport and Tourism  
Committee - EP

## **Communication COM(2010)352**

*« Europe, the world's No 1 tourist destination – the political framework for  
tourism in Europe »*

## **Communication COM(2017)479**

*«Investing in a smart, innovative and sustainable Industry - Renewed EU  
Industrial Policy Strategy »*



## **EU tourism policy – Budget 2014-2019**

**COSME**  
**~ €42 million**

**Preparatory Actions / Pilot Projects**  
**~ €11,5 million**



# EU tourism Policy - Priorities

General objective: enhance the competitiveness of EU tourism sector and complement actions of EU Member States

**Framework conditions:** improve regulatory and business environment for EU tourism businesses and stimulate smart investment in tourism

**Smart tourism:** innovation, digital transformation, including the platform economy (sharing economy)

**Sustainable and responsible tourism:** sustainability including resource efficiency, circular economy, balanced management of tourism flows (diversification of tourism product)

**Resilience of workforce:** skills & qualifications, quality of jobs

**Internationalisation /Global competition** (promote Destination Europe)

## Improving framework conditions and investment

*Socio-economic knowledge*

- ✓ [Virtual Tourism Observatory](#)

*Transnational cooperation*

- ✓ *118 partnerships, 150 SMEs, 200 tourism stakeholders, 31 European countries (COSME)*

*Smart use of EU funding opportunities for tourism*

- ✓ [Guide to EU Funding for tourism](#) (COSME, ESIF, EFSI, H2020, Erasmus+)
- ✓ [Smart Specialisation Platform for Industrial modernisation](#)

## Sustainable and responsible tourism

*Environmental, economic, socio-cultural sustainability*

- ✓ *Diversification of European and transnational tourism offer*
- ✓ *Better distribution of visitor flows to less-known destinations*
- ✓ *Fostering innovative solutions and capacity building in sustainable tourism (COSME, €5 million)*
- ✓ *ETIS*
- ✓ [European Destinations of Excellence \(EDEN\)](#)

## Digital transformation and innovation

*Improve digitalisation & innovation uptake*

- ✓ *Digital Tourism Network*
- ✓ *Network of incubators and accelerators (€1mio, COSME)*
- ✓ *Digital skills*

*Smart tourism*

*European Capitals of Smart Tourism 2019-2020 (2,5M€)*

*Collaborative economy*

- ✓ *studies, workshops, conference*

## Resilience of the workforce

*Addressing the skills gap*

- ✓ *Blueprint on sectorial cooperation (€4 mio, ERASMUS+)*

*Improving image of tourism careers – supporting the industry to retain talents*

- ✓ *Awareness raising campaign on tourism as a sector of long-term careers*
- ✓ *EURES - Section on tourism*
- ✓ *ESCO - skills profiles*



# Global competition

## Promotion of Destination Europe

- ✓ *Co-funding European Travel Commission €12.7 million for the period 2014-2021*
- ✓ *Joint Promotional Platform (MS, regions, industry)*
- ✓ *2018 EU-China Tourism Year*

## Internationalisation

- ✓ *Internationalisation of EU tourism businesses, especially SMEs (€ 3.1 million from COSME)*
- ✓ *targeted business match-making events*



# The Future

- ✓ Key priorities of EU tourism policy remain relevant
- ✓ Integrated approach to tourism at EU level
- ✓ Foster exchange of best practice and cooperation among Member States around shared priorities

## Upcoming EU tourism events

- ✓ Showcase conference on Tourism: Brussels, 19 March 2019
- ✓ European Tourism Forum, Helsinki, 9-10 October 2019
- ✓ European Tourism Day, Brussels, spring 2020