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LIMITE

**COMPET
TOUR**

WORKING PAPER

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MEETING DOCUMENT

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 (Compro WP 06.03.2019)



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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European Commission**



Travel Pays

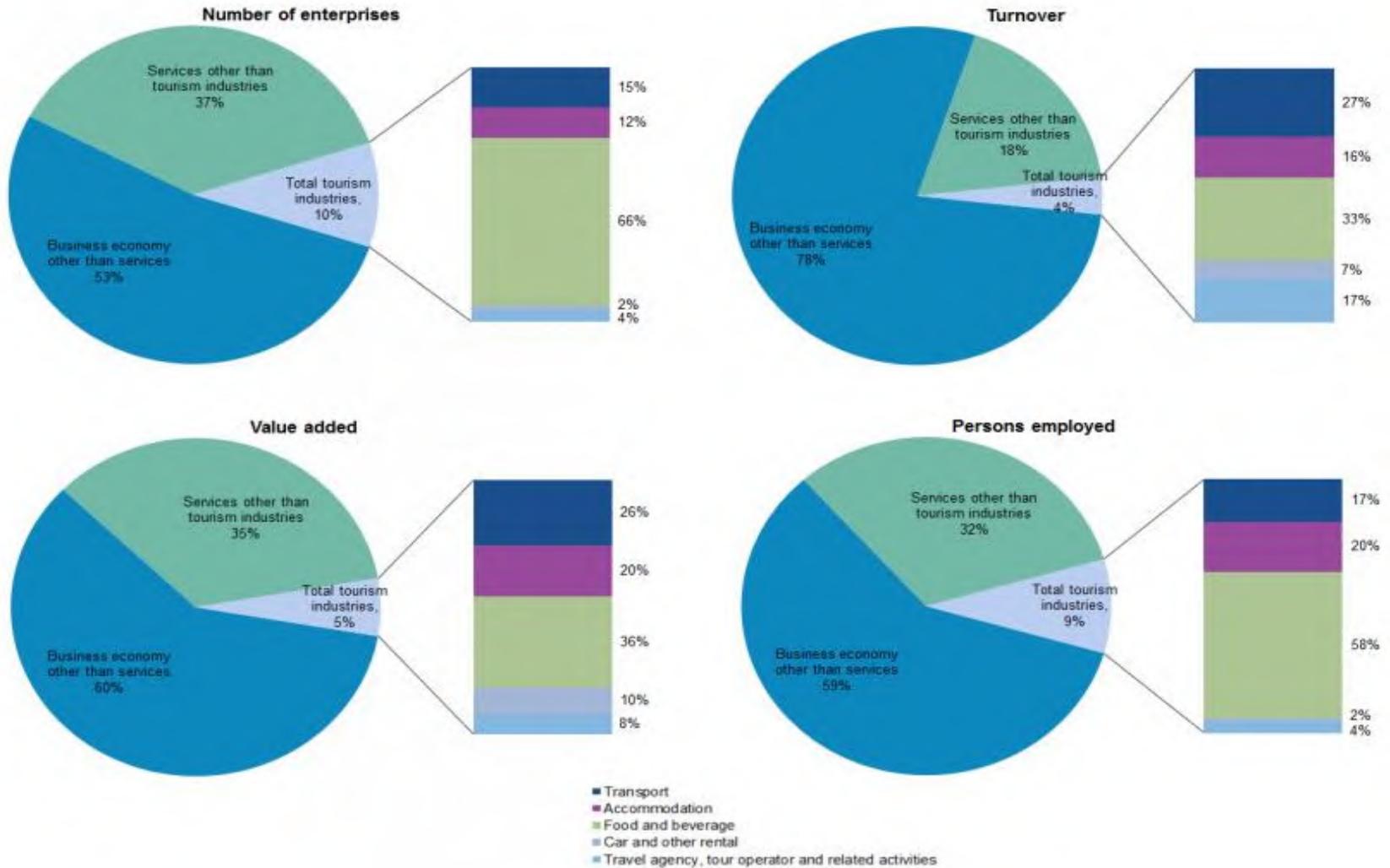
HOW MONEY TRAVELS



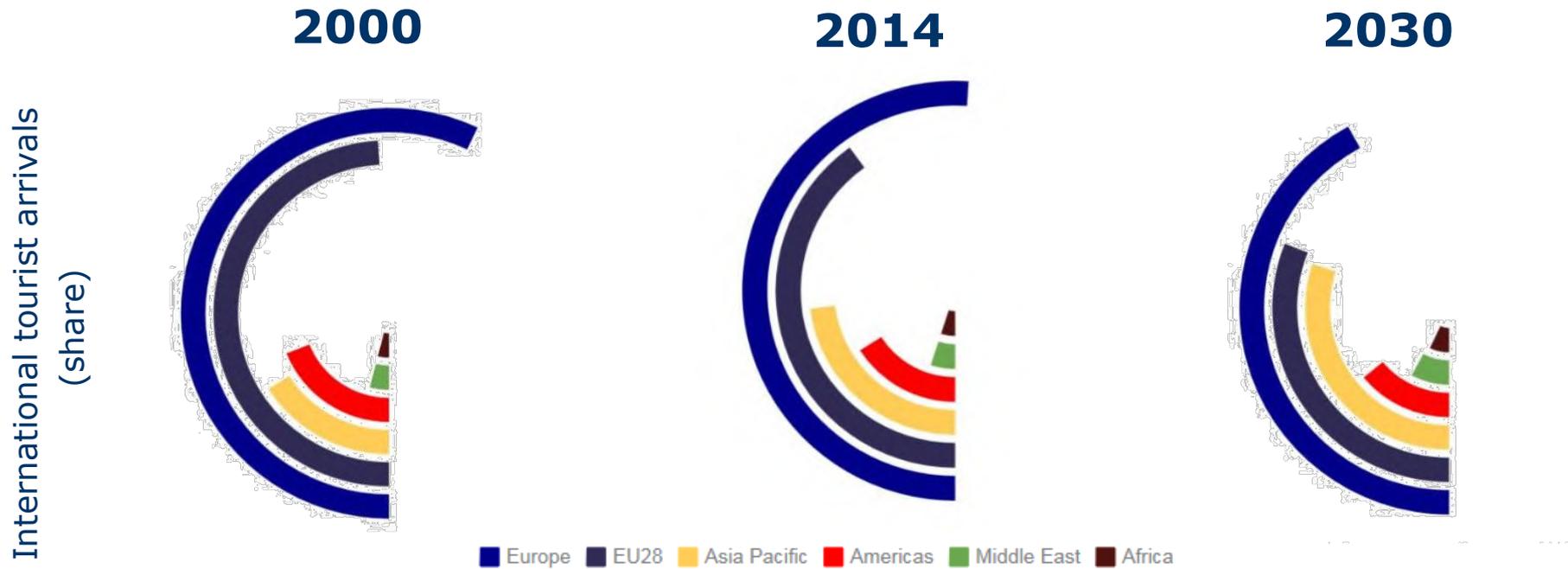
EU tourism - Facts and Figures

- **One of the most resilient economic sectors > 8th 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**

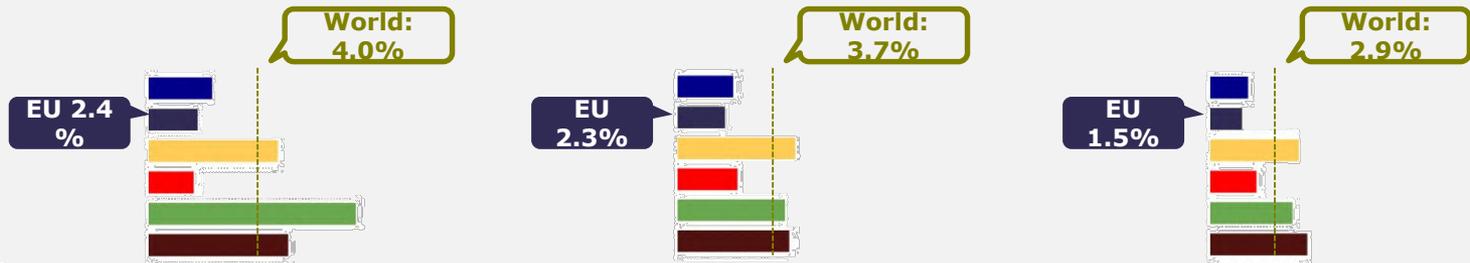
Tourism industries - economic analysis



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



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