

### **European Union and tourism**

→ Tourism Statistics
→ Main activities
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### **Tourism Statistics**

- Understanding and visibility of tourism
   → Tourism Satellite Accounts
- Promotion of European destinations:
  - → Study on the impact of cultural and sporting events on tourism oriented SMEs
  - $\rightarrow$  Destinations of excellence
  - → European Tourist Destination Portal



## Main activities

Tourism sustainability :

→ European Agenda 21 for tourism, Tourism Sustainability Group

 Actions for the sustainability of European tourism:

- $\rightarrow$  "Tourism for all"
- $\rightarrow\,$  Learning areas in the tourism sector
- → Evaluation of the economic impact of better accessibility in the tourism sector on macroeconomic growth and employment



# **Working methods**

- European Tourism Forum
- Tourism Advisory Committee
- Meetings with stakeholders
- Sector meetings
- Interservice consultations
- Contact and cooperation with other European institutions
- Support to the European presidencies



## New framework

### Commission Communication "A renewed EU Tourism Policy : Towards a stronger partnership for European Tourism"

#### • Aim:

To improve the competitiveness of the European tourism industry and create more and better jobs through the sustainable growth of tourism in Europe and globally

#### • Means:

- $\rightarrow$  Better regulation
- $\rightarrow$  Policy-coordination
- → Improved use of available European financial instruments
- → Promoting tourism sustainability
- $\rightarrow$  Enhancing the understanding and the visibility of tourism

### • Actors:

All tourism stakeholders at European, national, regional and local level