

European Union and tourism

→ Tourism Statistics
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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